

INSPIRATION Project

Supporting INnovative StartuPs towards cIRculAriTy inclusIOn.

OPEN CALL

for Greek Innovative start-ups

to participate in a support program on

Sustainability and Circularity

Implemented by



Athens, November, 2023

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1. Call Description

1.1 Background & Objectives

Europe aims to become a climate neutral and sustainable economy by 2050. In this context, **INSPIRATION Project** aims at assisting Greek SMEs to adopt Sustainable Business Model Innovation as a source of competitive advantage in international markets.

INSPIRATION project is supported by a grant from Iceland, Liechtenstein and Norway through the EEA Grants 2014-2021, in the frame of the Business Innovation Greece Programme.

In order to transfer the knowledge generated within the project to the Greek Innovation eco-system, **INSPIRATION Project** Partners, namely:

- TRIAENA Synergies P.C. (TRISYNC),
- the Athens Chamber of Commerce and Industry (ACCI), and
- International Development Norway (IDN),

invite Greek Startups to receive targeted individualised mentoring and coaching support.

Selected Greek startups will be assisted by **INSPIRATION Project** Partners to adopt Sustainable Business Models (SBMs) and Circular Business Models (CEBMs) and to gain a sustainable competitive advantage in the focus areas of "Green Industry Innovation (GII), Blue Growth (BG) and Information and Communication Technology (ICT).

Main objective of this Open Call is to assist Greek start-ups in transforming their conventional business models into SBMs and CEBMs and in developing long-lasting collaborations with other Greek and Norwegian entities.

1.2 Activities

Selected Startups will receive support on the following:

1.2.1 Knowledge Transfer Activities.

Knowledge Transfer Activities include:

- Introductory horizontal training aimed at assisting startups;
 - to adopt a mindset that supports sustainable value creation and allocation of resources to SBMI,
 - to integrate green technology innovation into a broader sustainability agenda,
 - to engage stakeholders in value-creation processes and to deliver value to formerly unattended stakeholders such as the environment and society.
- Individualised Mentoring and Coaching services aimed at assisting startups in transforming their Conventional Business Models (CBMs) into SBMs and CEBMs.

1.2.2 Networking Activities

In addition to the above, the project will offer targeted networking activities and good practice sharing events to participating startups. Indicatively, networking activities will comprise the following:

- Virtual roundtables with peers and experts on SBMs and CEBMs, to exchange knowledge and explore collaboration opportunities.
- Sponsored participation in Startup Extreme fair (April 24th-25th, 2024, Hemsedal, Norway) for selected participating startups.

1.3 Expected Benefits

Expected benefits for participating startups include:

-the acquisition of a sustainable competitive advantage in the areas of "Green Industry Innovation (GII), Blue

Growth (BG) and Information and Communication Technology (ICT)",
-networking with Greek and Norwegian institutions and potential investors,
-future expansion of the company in the European market.

2. Eligibility

This Call is Open to all innovative Start-ups established in Greece.

To be considered eligible for participation, interested entities should meet the following minimum eligibility criteria:

Legal Status:	Applicants must be legal entities established in Greece.
Establishment Date:	Applications will not be considered from applicants established before January 1 st , 2016.
Application Date:	Applications will not be considered if they are submitted after the deadline mentioned in par. 3 below.

3. Application process

Interested applicants may submit short proposals, using the standard application form cited in Appendix I below. While no size limits are set, applicants are advised to be as concise as possible and to avoid long proposals.

Applications may be submitted by e-mail to sustainability@trisync.gr. Please use the subject title: "**INSPIRATION Project Open Call** – [Name of applicant entity]".

Applications may be submitted at any time until **December 15th, 2023**.

4. Evaluation

4.1 Selection Criteria

The evaluation criteria based on which all received applications will be assessed and the specific weighting of each criterion are as follows:

#	Criterion	Weight
1.	The maturity of the business idea	15%
2.	The innovative character of the company	20%
3.	The integration of sustainability in operations and the business purpose	25%
4.	The extrovert character of the company and the business idea	20%
5.	The company's motivation for transforming its current BM into SBM and CEBM	20%

4.2 Evaluation Process

The Evaluation Committee will assign individual scoring by linking the application form chapters with the above criteria and ranking all information provided for each criterion with grades **between 1 and 5**.

Interested applicants with the 20 highest scores will be called for an interview to present their business ideas. The information provided during the interview process will also be respectively evaluated and ranked with

grades **between 1 and 5**. When an interview takes place, the application score will contribute to the **overall score by 60%**, while the interview score will contribute to the **overall score by 40%**.

The final score for each applicant will be **the weighted sum** of the application and the interview score of each applicant. A ranked list will be created, and the highest graded applications will be selected. In case of parity, priority will be given to the proposals with higher grade in Criterion 3, then Criterion 4, then Criterion 2, then Criterion 5, then Criterion 1. In case a parity remains after this process, priority will be given to startups established and operating in small Greek islands (below 3.000 inhabitants), then in other islands, then to startups with the largest distance from Athens.

The table below further describes grades 1-5.

Score	Description
1-Poor	The information provided lacks relevance and contains significant weaknesses, compared to the specific criterion.
2-Fair	While the overall information provided broadly addresses the criterion, there are significant weaknesses.
3- Good	The information provided addresses the criterion well, although improvements would be necessary.
4- Very Good	The information provided addresses the criterion very well, although certain improvements are still possible.
5- Excellent	The information provided is clear, coherent and successfully addresses all relevant aspects of the criterion in question

5. Further information and guidance

Further information and support may be obtained by interested applicants through info@trisync.gr.

Call organisers will make every possible effort to respond to incoming communications within two (2) working days.

Appendix: Standard Application Form

Company Name:	
Business Sector:	
Company address:	
VAT nr:	
Contact Person:	
Name:	
Position:	
Mobile phone:	
Email:	

Proposal Description:

A. Maturity of the business idea	<i>a. Please provide us with a brief description of your business idea. Please submit a short summary of your business plan and provide information about the progress you have made towards its implementation.</i>
B. Innovative character of the business idea	<i>Please describe if /how innovation is embedded in your business idea.</i>
C. Integration of sustainability in operations and business purpose	<i>Please describe any social or/ and environmental needs that your product/service is designed to cover. What steps have you taken to mitigate your actual and potential business social and environmental impact? Do your business activities contribute to environmental or/and social value creation? If yes, how?</i>
D. Extrovert character of the business idea	<i>What steps have you taken for the presence of your business in the European and International market?</i>
E. Motivation for transforming current BM into SBM and CEBM	<i>What do you hope to gain by participating in the INSPIRATION project? What do you aspire to contribute to the INSPIRATION project?</i>

Please briefly mention anything else you consider useful for the assessment of your application:

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