

# **COSME: Design based consumer goods**

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14.10.2014

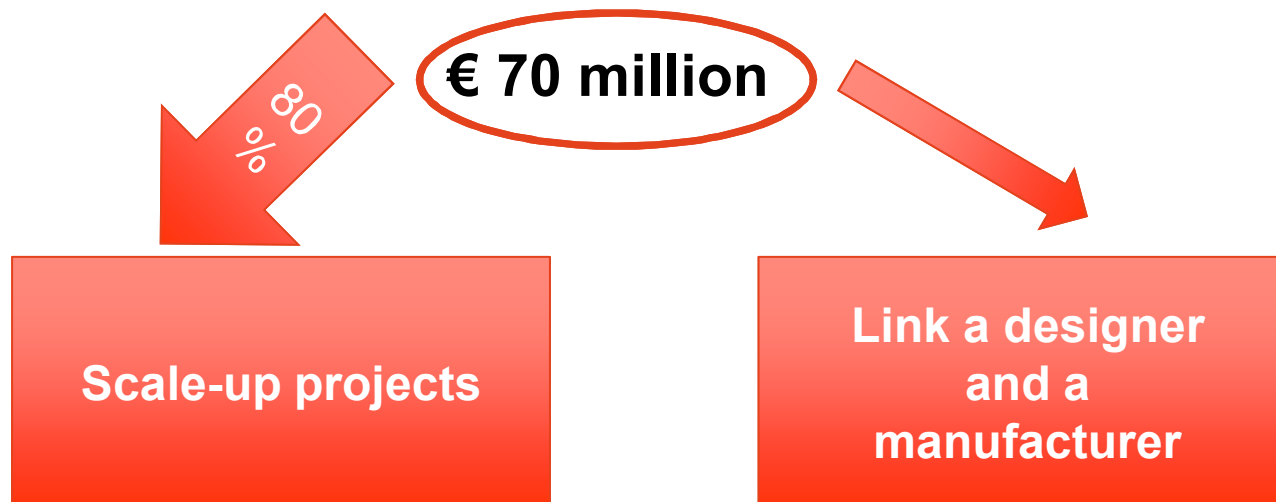
## COSME: Das europäische Wettbewerbsprogramm



FFG

- **COSME** = Programm zur Förderung der Wettbewerbsfähigkeit und Nachhaltigkeit von Unternehmen (2014-2020)
- Zielgruppe KMU, idR über national zwischengeschaltete Intermediäre, die KMU unterstützen
- Themen-Beispiele: Kredite für KMU, Kapitalbeteiligungen für Wachstumsphase, **unternehmerisches Handeln**, Zugang zu Märkten, ERASMUS für Jungunternehmer, Tourismus, e-skills, Cluster-Internationalisierung, Netzwerke (EEN), ... **Design based consumer goods**
- **<https://www.ffg.at/Europa/cosme>**

**Proposed budget for consumer and creative goods**



# Design based consumer goods in COSME



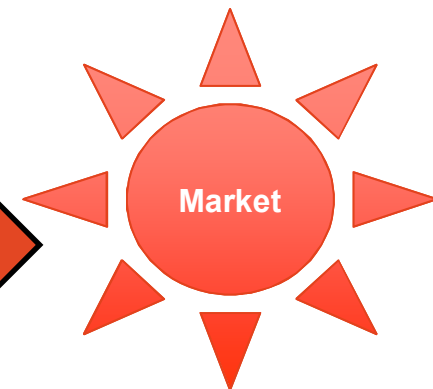
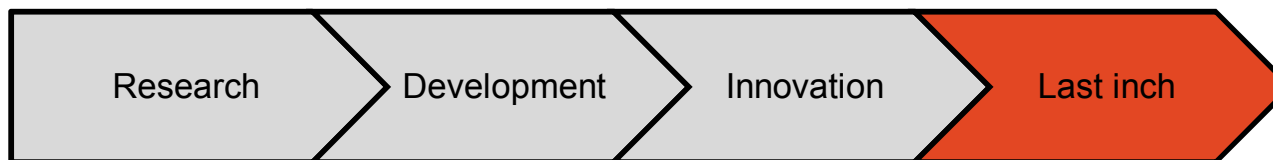
## Link a designer and a manufacturer

Platform → partnerships  
Design + manufacturing + other expertise  
Cross-border and cross-sectoral

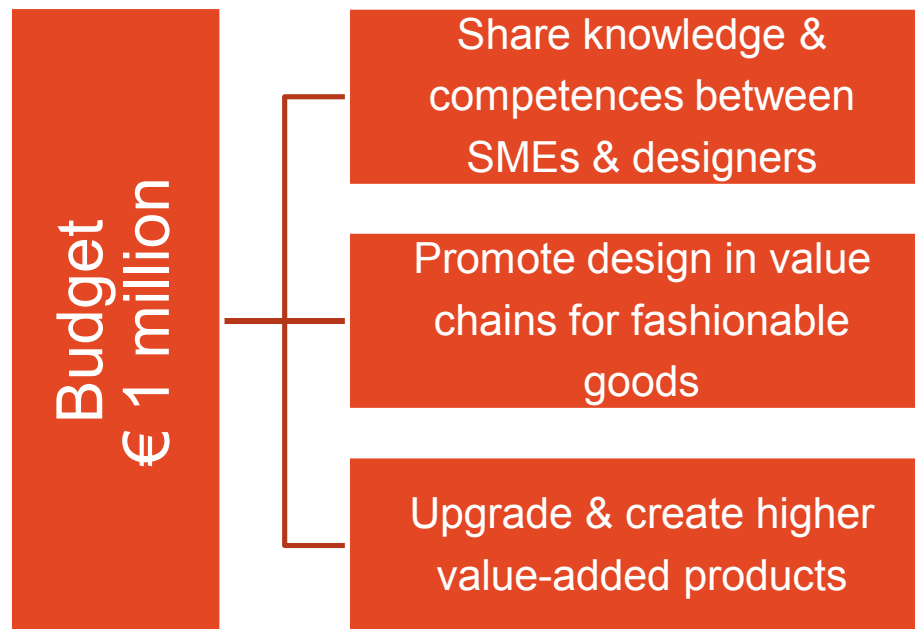
## Scale-up

Technologies + design + consumer interaction  
New business models, Up-take of RDI  
Automating processes

**COSME**



## WORTH Pilot Project



since 2014: <http://www.worth-project.eu/>

**Next call: 2016**

## WORTH scale-up projects



- **Beneficiaries:** mainly SMEs
- **Target:** First application, market replication and/or scale-up
- **2015: call for proposals**
  - Results available: early 2018
  - Lessons learned
- **2018: call for proposals**

## WORTH scale-up projects: Call 2015 “WORTH Market Uptake“ (1)



### **Description:**

To accelerate the market uptake of creative solutions with a view to improving the competitiveness of EU fashion-led companies and stimulating their sustainable economic growth and job creation.

### **Objective :**

To bridge the gap between research and innovation on the one hand and market on the other hand by supporting scale-up, **market replication and/or first application** of projects related to novel products, services, techniques or processes in the fashion-led industries.

## WORTH scale-up projects: Call 2015 “WORTH Market Uptake“ (2)



### Implementation Mode: Call for Proposal (Q2/2015)

- 12-14 projects will be financed
- EU-contribution 800.000- 1 mio € per project
- not funded:
  - research, development and innovation (RDI) projects or projects focused on prototype development and technological demonstration
  - infrastructure

### **Fashion SWD(2012)284 final**

[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=6244](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6244)

### **High-end SWD(2012)286 final**

[http://ec.europa.eu/enterprise/newsroom/cf/\\_getdocument.cfm?doc\\_id=7667](http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7667)

### **WORTH p.p. website up and running**

<http://www.worth-project.eu/>

### **Action Plan for fashion and high-end**

[http://ec.europa.eu/enterprise/sectors/fashion/documents/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/fashion/documents/index_en.htm)

## Contact details



### **Dipl.-Ing. Marcus Bidmon**

COSME - Competitiveness of enterprises and SMEs  
HORIZON 2020 - Access to risk finance

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THANK YOU FOR YOUR ATTENTION!



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