

The role of NCPs in shaping the R&I ecosystem using ERA instruments

Sharing practices from Brussels

NCP Academy Training 19/09/2017 in Brussels

**The Brussels Enterprise Agency
NCP Academy – Partner**

From my experience as NCP

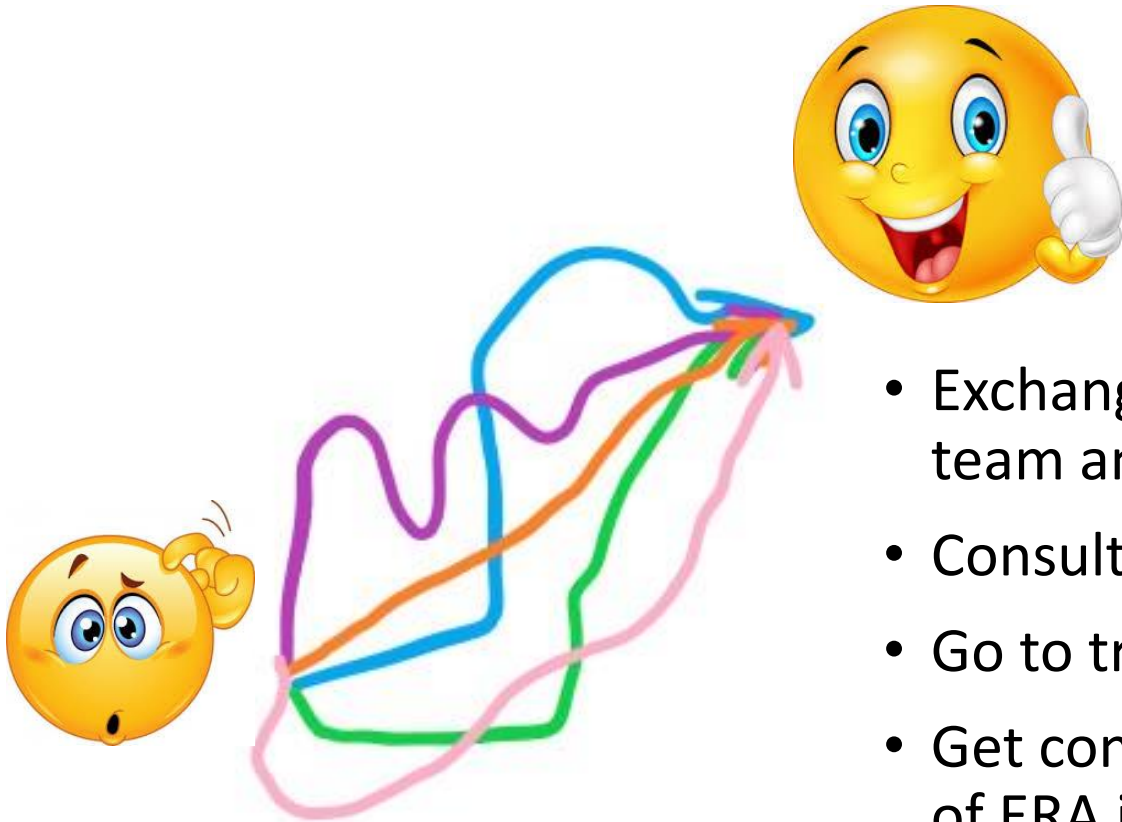


**Rightly proud of mastering the 3
pillars of H2020 + own thematics**



**Discovering the world of ERA
instruments:
Makes sense
Complex and confusing**

Facilitate the learning path



- Exchange with your fellow NCPs (in your local/national team and/or through NCP networks)
- Consult cross-cutting NCPs and NCP Coordinator
- Go to trainings, info days (national or EC), follow webinars
- Get connected to the organisations AND people in charge of ERA instruments
- Inform, involve and exchange with other experts/networks

Toward customers



- Consider other solutions than those your client knows
 - Analyse real cases with experienced colleagues (project idea, actual need, maturity, partners...)
 - Include ERA instruments in your communication channels (joint local info days, newsletters, social media...)
- Keep it **VERY SIMPLE** (opportunities & key differences)

NCPs help shaping the ecosystem

- Provide **suggestions and recommendations** based on actual (successful and failed) cases in the local ecosystem
Ex thematic choices for ERA-nets based on existing critical mass of potential Beneficiaries
- Plead for (always more) **simplification from applicants/beneficiaries viewpoint**
Aligned rules
Limited number of initiatives



Be creative and make links



- EFRO funds to accelerate start-up trajectories: future SME instrument candidates



- COSME calls to reach individual companies through Clusters or incubators
Ex call European Incubation Networks for Cultural and Creative Industries - Tourism