



**Label4Future**

# Open call announcement

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**June 17, 2024**

Call opened for submissions

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Funded by  
the European Union

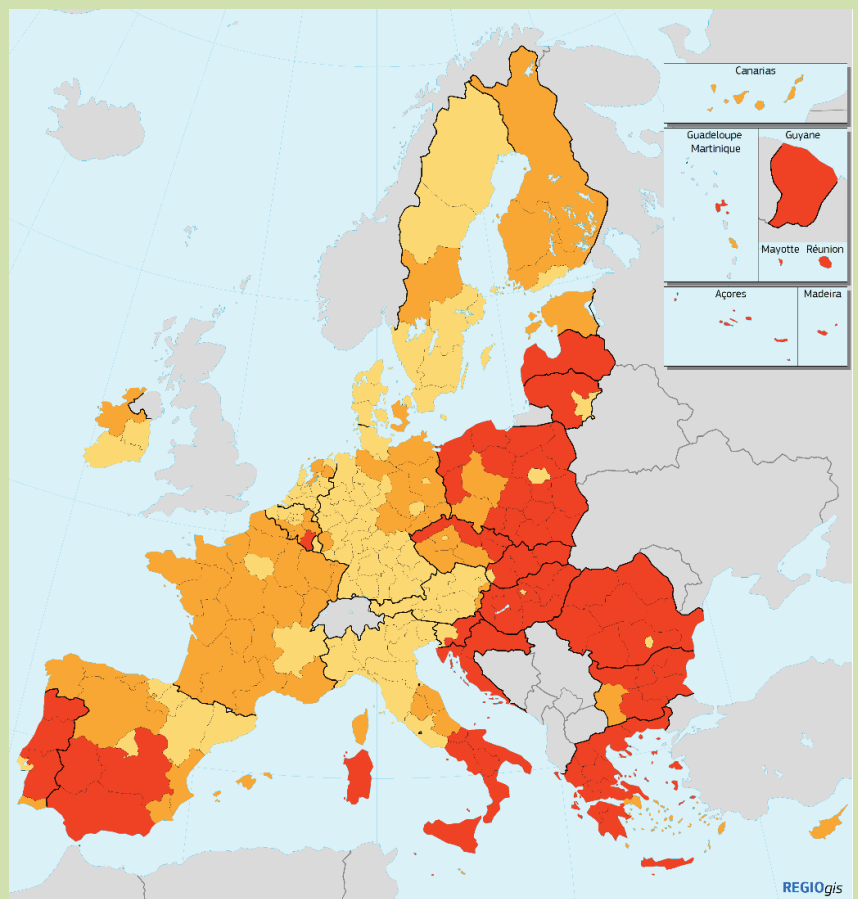
LABEL4FUTURE, funded by the European Innovation Council and SMEs Executive Agency (EISMEA) under grant agreement No 101133162 invites small and medium-size enterprises from the plastic industry sector and interconnected subsectors across Europe's less developed regions to submit pilot proposals to participate in the project's program. **The goal is to pilot projects that will trigger a green transition. Estimated value of the indirect support provided through services is 30.000 EUR. In the case of industry innovation, the projects must reach TRL6 standard.**

**The expected duration of participation is 18 months. During this period a SME will participate in value chain screening, co-creation workshops, coaching & mentoring sessions, residencies, test production, study visits and present their project at events. See full list of activities in Appendix 1.**

## Who is the funding for?

Pilot must be developed in the plastic industry sector (such as construction, 3D printing and Packaging) or interconnected industries (machinery, construction, packaging, healthcare etc.).

**The call is open to the small to medium enterprises from the less developed regions as defined by the European Regional Development Fund.**



Investment for jobs and growth goal (ERDF and ESF+) eligibility, 2021-2027

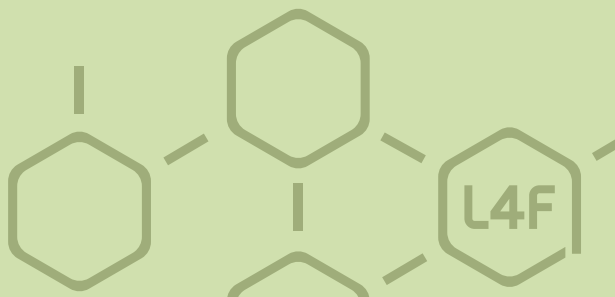
Categories of regions

- Less developed regions (GDP/head (PPS) less than 75% of the EU-27 average)
- Transition regions (GDP/head (PPS) between 75% and 100% of the EU-27 average)
- More developed regions (GDP/head (PPS) above 100% of the EU-27 average)

GDP/head: average 2015-2016-2017

0 500 km

© EuroGeographics Association for the administrative boundaries



# Why apply?

Label4Future will provide access to a large pool of international experts, tailored support for each organisation to start its green transformation and networking opportunities. **The project aims at engaging quadruple helix stakeholders from less developed and developed EU regions to utilise design practices, new technologies, future scenarios development, media art innovative approaches, research and innovation to define, prioritise and test innovation investment projects that will contribute to building capacities of small to medium enterprises, local public authorities and research institutions in less developed regions to understand value chains articulation and implementation, set up and reinforce regional ecosystems, and interconnect stakeholders from advanced and less advanced EU regions in order to foster regions transition to more circular and more sustainable economic model.**

# How to apply?

**The proposal must be emailed as a PDF file (max. size 10 MB) to [info@label4future.eu](mailto:info@label4future.eu).**

Picture by vwalakte on freepik



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# Overview of services provided:



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## » **Value chain screening - 2024**

*A deep insight analysis of the innovation processes, procedures, pipelines done by the AWS*

## » **Mentoring - 11/24; 01-02/25; 07/25**

*Tailored mentoring services over the course of eight months happening both on site and on-line. The topics might include legal basics, financial planning, pitching, sales and distribution strategies, HR management and/or topic selected by the participants themselves.*

## » **Matchmaking with Culture and Creative sector professionals- 2024**

*An intensive innovation briefing to bring SMEs from the plastics industry together with creative professionals*

## » **Changemakers Labs - 10/24-03/25; 05-07/25**

*Artistic residencies in the SMEs happening both online and on site. Utilizing the approaches of new media artists and other creative professionals to innovate products or services.*

## » **Innovation Labs - 11/24; 03/25; 07/25**

*Three intensive living labs and hands-on workshops will be organized in Prague, Vienna and Ljubljana.*

## » **Investment Forum - 03/25**

*A showcase of creative projects which will include a pitching session. Participating companies will go through the pitching workshop and receive feedback first.*

## » **Cross-check Arena - 12/24; 05/25**

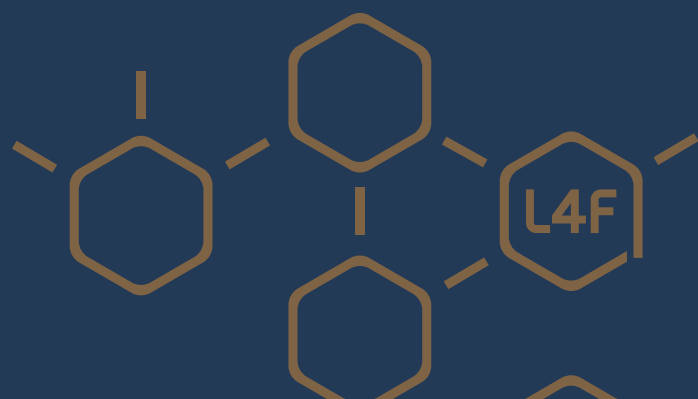
*Projects in various phases of the interventions will be pitched and cross-checked among stakeholders and participants from different regions.*

## » **Changemakers MeetUp #2 - 11/25**

*Final presentation of projects at the meetup in Kosice, Slovakia.*

# Application guidelines and documents

1. **Guide for Applicants**
2. **Declaration of Honour**
3. **Proposal Template**
4. **Privacy statement**
5. **Third-party Agreement**





## Appendix 1:

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**Chosen applicants  
must participate  
in the following  
activities:**

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**» AWS - Value chain screening - 2024**

*A deep insight analyses of state of the art of the innovation processes, procedures, pipelines of the stakeholders selected through the open call. Selected participants will undergo value chain and investment innovation projects pipeline analyses during Site Visits to their organizations, in order to define the paths worth exploring during the project's program for designing and developing new products, services or policies based on the principles of circularity.*

- Estimated value: 2 000 € per participant

**» Matchmaking with Culture and Creative sector professionals - 2024**

*Participating organizations will take part in a matchmaking to couple up with Culture & Creative Sector professionals (designers, new media artists) during workshops and living labs. To jointly imagine possible futures and develop future scenarios, the process aims to deeply engage stakeholders and communicate the urgencies and needs for transformation of business models and practices beyond implementing behavioral economic or simple standard nudging. The matchmaking aims to establish the partnerships which will accompany the participating organizations throughout their involvement in the Label4Future program.*

- Estimated value: 3 500 € per participant

**» AWS, AE, ECBN - Changemakers Labs  
- 10/24-03/25; 05-07/25**

*Co-creation and development of innovation investment projects through residencies (CCIs embedded at industry organizations as artists-in-residence, participating on a regular bases during the production at respective program's organizations), online and on site mentoring sessions. Utilizing approaches of new media artists and CCI professionals for building capacities of plastic industry companies in LDRs for innovation, developing joint innovative product/service ready for the investors.*

- AWS:**
- Estimated Value: 3 000 € per Participant
  - Time Requirement: 3 Days in Vienna, May 2025



» **AWS, GZS, Creative Prague - Innovation Labs**  
**- 11/24; 03/25; 07/25**

*Intensive three days living labs and hands-on workshops will be organized in Prague, Vienna and Ljubljana. Each workshop will have thematic focus (policy innovation, business model innovation and product/service innovation) and will be related with the study visit back-to-back, when participants will visit organizations and institutions already innovating within the framework of the project's specific objectives.*

- Aws:
- The Innovation Lab will be a 3 Days Workshop about Business Models from different Speakers and Companies and also a Study visit where the participants will visit an innovative company.
  - Estimated Value: 4 000 € per Participant
  - Time Requirement: 3 Days in Vienna, 05-08.11.2024

» **Creative Prague - Investment Forum - 03/25**

*Together with the Innovation Lab in Prague, an Investment Forum will be organized for the participants of the project. Multiple events will be part of the Forum: a showcase of creative projects, the national round of Creative Business Cup, a conference with panels & workshops and the policymaking Innovation Lab. The showcase would include a pitching session for companies (project participants) asking for an investment. It would build the capacity of the companies to get the investment, ask for a future investment or participate in other streams of I3. The participating companies would go through the workshop first and then present their products during the event.*

- The Investment Forum will be part of a larger multi-day event in Prague. It represents the first opportunity to present the project to potential investors and experts. The Investment Forum will include a showcase of projects and a pitching session for companies. L4F will provide services to selected companies that will build their capacity to get future investment.
- Est. cost per company is 5 000 EUR.
- Time requirement: 3 days

**» AWS - Mentoring - 11/24; 01-02/25; 07/25**

Participants selected through Open Call will get 8 months long tailored made (based on Stock Takes and prioritized Innovation Projects development) mentoring services on legal basics, financial planning, pitching, sales and distribution strategies, HR management and/or topic selected by the participants themselves. The mentoring (online and on-site) will be focused on provided knowledge transfer to companies from LDRs to build their innovation capacities and to support their transition to more circular value chains, by designing mentoring modules and content with concrete innovation projects being developed in mind. The special focus will be on strengthening capacities of the selected companies to participate in the EU market and in future I3 support schemes calls.

- Estimated Value: 5 000 € per Participant
- Time Requirement: 8.Months  
(November 2024- Juni 2025)

**» CIKE – RIS Policy Labs - 4/25; 09/25**

A series of events called RIS Policy Labs will be organized for stakeholders from LDRs. Labs will consist of series of policy workshops with policymakers, research institutions and businesses with the task of establishing interregional innovation alliances and co-developoing recommendations for RIS3 and action plans in LDRs using living lab and participatory methodologies and approaches.

- Estimated Value: 1 000 € per Participant
- Time Requirement: Day long Labs (each)

**» CIKE - Cross-check Arena - 12/24; 05/25**

Projects in various phases of the interventions will be pitched and cross-checked among stakeholders and participants from different regions. Based on that feedback, the project might be updated, re-designed and upgraded with the input and contribution from all interregional stakeholders, creating multi-stakeholder and muti-regional collaboration alliance for innovation.

- Estimated Value: 3 000 € per Participant
- Time Requirement: Day long Arenas (each)

» **CIKE - Changemakers MeetUp #2 - 11/25**

*All program's participant will make they final innovation projects presentation at the meetup in Kosice, Slovakia.*

- Estimated Value: 3 000 € per Participant
- Time Requirement: 3 days event

