



[Updated] Call for Internationalization of European SMEs in South Africa

Portugal Space together with the AIR Centre is opening the first out of four calls to promote the internationalization of European SMEs developing Copernicus-based products.

[UPDATE: THIS ARTICLE HAS BEEN UPDATED WITH NEW DATES FOR THE DEADLINE SUBMISSIONS AND THE EVALUATION PERIOD]

This first call is targeting **European SMEs** that use Copernicus and that want to expand their business to **South Africa**. A total of 10 SMEs will be selected to participate in a presentational event in Cape Town that will take place on the 29-30th of November 2021. The involvement in this initiative will provide exceptional networking possibilities to European SMEs, allowing them to gain visibility and expand their business to a major meridional African country whilst fostering the uptake of Copernicus data by South African entities.

Furthermore, this event will coincide with a major [Eureka event](#) organized by the AIR Centre in Cape Town as part of the Portuguese Chairmanship of the world's biggest network for cooperation in R&D.

Do not miss this unique opportunity, submit your application [here!](#)

The deadline to participate in this Call for the Internationalization of SMEs in South Africa is **October 8, at 17h00 CET**.



[This graph has been updated with new dates for the Deadline Submissions and the Evaluation Period on September 28 at 16h09]

For further details read the [Guide for Participants](#).

The FPCUP project is financed by the European Commission under the FPA no.:
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AUTHOR
Portugal Space

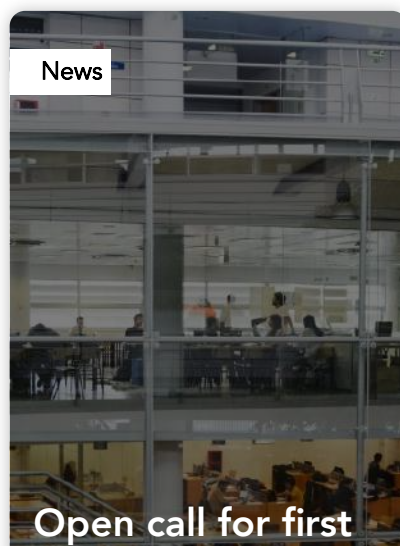
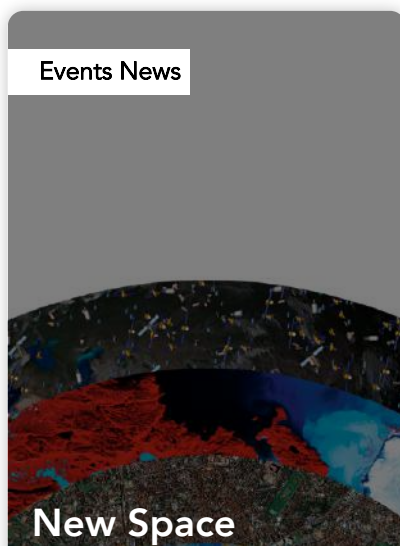
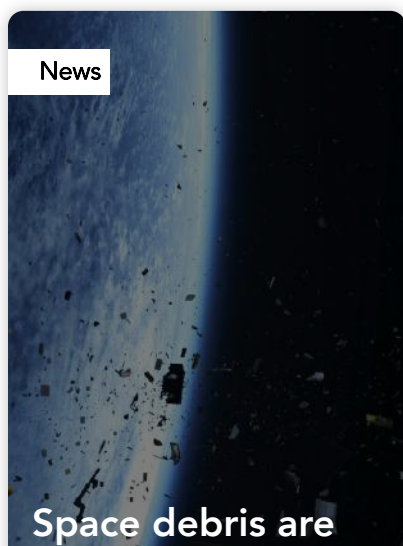
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COPERNICUS SMES – ATLANTIC OCEAN INTERACTIONS

CALL 1: SOUTH AFRICA

GUIDE FOR PARTICIPANTS



*The FPCUP project is financed by the European Commission under the FPA no.:
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GUIDE FOR PARTICIPANTS

1. Overview

The purpose of this *Guide for Participants* is to inform European SMEs that are developing Copernicus-based products, and that want to expand their business in meridional African countries, about the possibilities arising from activity “*Copernicus SMEs – Atlantic Ocean Interactions*” funded through FP-CUP. In particular this guide explains the principles and conditions to participate and select 10 European SMEs that will take part in a local event in South Africa that will foster the internationalization of European companies and the uptake of Copernicus by local and regional entities.

Background FPA-CUP

The Framework Partnership Agreement for Copernicus User Uptake (FPA-CUP) is a project funded by the European Commission (275/G/GRO/COPE/17/10042) that supports activities carried out by EU Member States to promote the uptake of Copernicus data. This FPA is implemented by a consortium of more than 40 entities led by the DLR. In Portugal, the three implementing partners are the Portuguese Space Agency – Portugal Space, the DGT and the AIR Centre.

2. Copernicus SMEs – Atlantic Ocean Interactions

The AIR Centre and Portugal Space are organizing four events in four different countries in Africa and South America (South Africa, Brazil, Cabo Verde and Nigeria), taking place from November 2021 until the end of 2022, to promote the uptake of the Copernicus Programme and the internationalization of European SMEs that develop Copernicus-based products.

This initiative will support a total of 40 SMEs (ten per event) which will be selected through four separate calls for participation that will open during 2021 and 2022.

This guide intends to help the participants to get involved in the first call that will target **South Africa**.

2.1. Eligibility Conditions

To participate in this selection process, one must:

- 1) Be a legal person.
- 2) Qualify as an SME according to the European Commission [SME Definition](#).
- 3) Be registered (headquarters) in an eligible European country¹.
- 4) Develop Copernicus-based products.

¹ Eligible countries include EU Member States, United Kingdom, Iceland, Norway and Switzerland.

2.2. Important Dates

1. Call opening: 9th September 2021.
2. Call closure: 30th September 2021 (*).
3. Evaluation & selection period: 1st to 14th October 2021.
4. Contact winners: 18th October 2021.
5. Public Announcement Winners: 25th October 2021.
6. Preparatory Mission to South Africa: October/November 2021.
7. Event in South Africa: 29th and 30th of November 2021.
8. Deadline submission mission report: 31st December 2021.

(*) Applications received after the 30th of September at 17:00 CET will be automatically rejected.



2.3. Number of selected SMEs

A total of ten (10) European SMEs will be selected.

The rest of the eligible SMEs will be kept in the reserve list in case of defections.

2.4. Evaluation Procedure

- Phase 1: Eligibility check by Portugal Space.
- Phase 2: Assessment of Applications according to the Evaluation Criteria.
- Phase 3: Ranking of potential Applications to be supported.
- Phase 4: Preliminary Selection by the Evaluation Panel.
- Phase 5: Confirmation of participation by SMEs.
- Phase 6: Publication of list of participant SMEs.



2.5. Evaluation Criteria

The evaluation will be carried out by four experts who will assess the proposals independently. The final grade of each proposal will be the average grade of the four evaluators. Proposals will be then ranked by grade and the top 10 will be contacted by email for them to confirm and formalise their participation and identify the company representative in the meeting:

The evaluation criteria and weights are:

- **Criteria 1:** Product(s) potential – As established by the South African partners priority will be given to SMEs focusing on development of Copernicus Land and/or Marine Products and Services - 25%
Hint: Include at least the product description, relevance of Copernicus data, level of maturity, challenges/risks.
- **Criteria 2:** Knowledge of South Africa downstream ecosystem and needs – 25%
Hint: Include at least the Total Addressable Market (TAM), and the Serviceable Addressable Market (SAM) in South Africa, the existing and potential partners/users, existing local/international competition.
- **Criteria 3:** Focus on local development – 20%
Hint: How the business model focuses on creating partnerships and on fostering mutual growth for both the European company and the South African partner
- **Criteria 4:** Internationalization plan – 15%
Hint: Include at least your current international experience, experience in South Africa or neighbouring countries, internationalization plan including personnel, budget and timeline.
- **Criteria 5:** Motivation to participate in Local Event in South Africa – 15%
Hint: Include at least the target number of partnerships and potential deals.

These criteria will be evaluated on a scale from 1 to 10 corresponding to:

1-3	Insufficient
4	Poor
5	Fair
6	Acceptable
7	Good
8	Very Good
9	Excellent
10	Outstanding



In case two companies obtain the same final grade, the grade in Criteria 3 will define the final order. If two companies still have the same ranking, Criteria 5 will then define the order and if they are still with the same ranking Criteria 2 will take over.

2.6. Evaluation Panel

The Evaluation Panel will be composed by experts from Portugal Space, the AIR Centre, ZASPACE and EUSPA.

2.7. Language

English is the official language of this call. Applications submitted in any other language will not be accepted.

2.8. Financial support

Each company will receive financial support of up to 1.700€ to assist with travelling and accommodation expenses. The booking of the travel and the hotel will be done directly by the AIR Centre up to the previous established amount. The company will need to deliver the boarding passes as well as a short mission report explaining its business perspectives and progress to define/sign agreements and partnerships during the 30 days after the event.

2.9. Obligations of selected participants

Selected participants are obliged to:

1) Confirm by email and formalize their participation within the next seven calendar days upon receipt of confirmation of their selection. Participants will be requested to formalize a contract with the AIR Centre to participate.

If the SME does not formalise the contract or appoint a representative in this timeframe the SME will be discarded.

2) Reporting. Selected SMEs are obliged to submit by email a 1-3 pages report within the 30 calendar days after the trip to South Africa explaining the outcomes of the mission as well as the boarding tickets.

2.10. Covid-19 limitations

In case the COVID-19 pandemic poses travel restrictions to this event, the AIR Centre will contact the selected companies providing further indications.



2.11. Point of Contact

For further questions on the selection process please contact: [joan.alabart @ ptspace.pt](mailto:joan.alabart@ptspace.pt)

For questions related to the presential event please contact: [joao.bentes @ aircentre.org](mailto:joao.bentes@aircentre.org)



ANNEX 1 – ONLINE APPLICATION FORM

COPERNICUS SMES – ATLANTIC OCEAN INTERACTIONS

CALL 1: SOUTH AFRICA

Questions:

General Information

- Company name:
- Company sector:
- Company HQ country:
- Number of employees:
 - 1-10 employees
 - 11-50 employees
 - 51-250 employees
 - >251 employees
- Company turnover:
 - Less than 1M€/year
 - Between 1-5M€/year
 - Between 5-50M€/year
 - >50€/year
- Representative's name:
- Contact email:

Field of Activity (multiple answers):

- Agriculture
- Forestry
- Urban Monitoring
- Coastal and Marine
- Oil & Gas
- Renewable Energies
- Air Quality
- Management of Natural Disasters
- Security
- Others (specify)

Evaluation Criteria

Criteria 1. Product Potential (open text, max. 200 words).



Hint: Include at least the product description, relevance of Copernicus data, level of maturity, challenges/risks.

Criteria 2. Knowledge of South Africa downstream ecosystem and needs (open text, max. 250 words).

Hint: Include at least the TAM and SAM in South Africa, existing and potential partners/users, existing local/international competition.

Criteria 3: Focus on local development (open text, max. 200 words).

Hint: How the business model focuses on creating partnerships and on fostering mutual growth for both the European company and the South African partner

Criteria 4. Internationalization plan (open text, max. 200 words).

Hint: Include at least your current international experience, experience in South Africa or neighbouring countries, internationalization plan including budget and timeline

Criteria 5. Motivation to participate in Local Event in South Africa (open text, max. 200 words).

Hint: Include at least the target number of partnerships and potential deals.

I hereby confirm that all information included in this form is up to date and accurate:

- Confirm

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- I agree
- I disagree

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SUBMISSION FORM

COPERNICUS SMES – ATLANTIC OCEAN INTERACTIONS CALL 1: SOUTH AFRICA



Register Here



Company name *

Company Sector *

Company HQ country *

Number of employees *

- 1-10 employees
- 11-50 employees
- 51-250 employees
- >251 employees

Company turnover *

- Less than 1M€/year
- Between 1-5M€/year
- Between 5-50M€/year
- >50€/year

Representative's name *

Contact email *

Field of Activity (multiple answers):

- Agriculture Forestry Urban Monitoring
- Coastal and Marine Oil & Gas
- Renewable Energies Air Quality
- Management of Natural Disasters
- Security Others (specify)

Criteria 1. Product Potential (open text, max. 200 words). * (i) Include at least the product description, relevance of

Copernicus data, level of maturity, challenges/risks.

Criteria 2. Knowledge of South Africa downstream ecosystem and needs (open text, max. 250

words) * (i) Include at least the TAM and SAM in South Africa, existing and potential partners/users, existing local/international competition.

Criteria 3: Focus on local development (open text, max. 200 words). * (i) How the business model focuses on

creating partnerships and on fostering mutual growth for both the European company and the South African partner.

Criteria 4. Internationalization plan (open text, max. 200 words). * (i) Include at least your current international

experience, experience in South Africa or neighbouring countries, internationalization plan including budget and timeline.

Criteria 5. Motivation to participate in Local Event in South Africa (open text, max. 200 words).* (i)

Include at least the target number of partnerships and potential deals.

I hereby confirm that all information included in this form is up to date and accurate: *

I confirm

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I agree I disagree

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