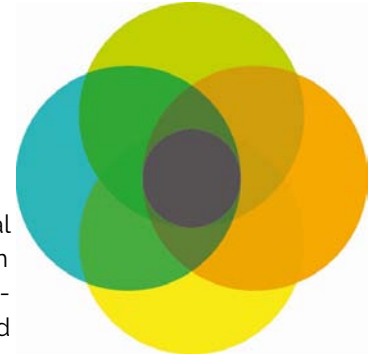


Deadline: 5 August 2013

Call for SME Proposals

The London Creative and Digital Fusion Collaborative Awards



If you are company registered or trading in London in the creative and digital sectors, you might be eligible for a £5K - £10K London Creative & Digital Fusion Collaborative Award. Joint funds from The Arts and Humanities Research Council (AHRC) and The European Regional Development (ERDF) have been secured over the next two years as part of the **London Creative & Digital Fusion Collaborative Awards** scheme to help SMEs in the creative and digital sectors access support in form of facilities and expertise from a selected number of Higher Education Institutions and Independent Research Organisations in London.

SME collaborative proposals between two or more SMEs in the digital and creative sectors will be encouraged; the Fusion Collaborative Awards scheme is aimed at bringing digital and creative businesses together to collaborate and help these two sectors to form long-term creative and digital partnerships that will further strengthen the digital and creative sectors in London. Single SMEs will not be excluded from applying for a Fusion Collaborative Award (FCA) where this will enable future collaborations and significant new growth opportunities.

For an application pack and to help you ascertain whether you are eligible for support from the ERDF, contact the QMUL Coordinator, London Creative and Digital Fusion, Jasmina Bolfek-Radovani (j.bolfek-radovani@qmul.ac.uk).

Deadlines

<i>SME proposals deadline (2nd round):</i>	<i>5 Aug 13 (5 pm)</i>
<i>Shortlisting of SME proposals:</i>	<i>9 Aug 13</i>
<i>Shortlisting of SME proposals circulated to Higher Education Institution (HEIs) / Independent Research Organisation (IROs) Partners:</i>	<i>13 Aug 13</i>
<i>Quotations from HEIs / IROs circulated back to SMEs:</i>	<i>28 Aug 13</i>
<i>SMEs choose HEI / IRO partner:</i>	<i>5 Sept 13</i>
<i>Projects initiated:</i>	<i>1 Oct 13</i>
<i>Projects completed:</i>	<i>Jan 14</i>

London Creative and Digital Fusion

London Creative and Digital Fusion is a tailored programme of interactive and in-depth support that aims to facilitate growth in creative and digital SMEs (small to medium enterprises). It provides links to talent, expertise and resources and can help identify business opportunities and collaborations, attract new customers, plan and realise new opportunities and access additional resource. It is open to established creative and digital SMEs that are London-based and ambitious to grow.

Led by Lancaster University through its London base at the Work Foundation, the Management School and Imagination Lancaster are partnering with Queen Mary, University of London, the Centre for Creative Collaboration (University of London). The Council for Industry and Higher Education and the Royal College of Art to deliver this programme which is part financed by the European Development Fund.

www.londonfusion.org.uk

How to Apply

SMEs will be invited to apply for a FCA through a competitive application process; if successful, the Award can be exchanged for knowledge from the London Fusion framework of HEI / IRO partners. Once the SME proposal or application for the Award has been accepted, the SME's requirements will be circulated by email to the London Fusion Framework of HEI / IRO Partners. The interested partner will submit their quotation within 10 days, the quotation will be forwarded to the SME and the SME will choose the partner they will collaborate with.

Application Process:

1. Before applying, the eligible SME needs to:
 - Contact the Fusion team to ascertain ERDF eligibility;
 - Identify a project;
2. Complete the application;
3. After the deadline, applications will be assessed for suitability by a panel of experts identified by the Fusion team and successful SME proposals will be sent to the selected Knowledge Base Providers;
4. The SME will be asked to:
 - Identify a Provider based on the quotation and the service provided (within three working days);
 - Meet with the Provider before project starts to ensure that they can do the work within the time scale set;
5. A contract between QMUL, the Knowledge Base Provider and the SME/s will be signed and work will commence;
6. The SME and the Knowledge Base Provider will be asked for a short progress report. The Fusion team will maintain contact with the SME to ensure the project is performing;
7. A final joint report by the Knowledge Base Provider and the SME/s will be required at the end of the project

Eligibility criteria for participation

- Has SME status (under EU definitions) (i.e. Less than 250 employees, has either an annual turnover not exceeding €50m, is not owned by a larger organisation)
- The business must be a trading SME in either the creative or the digital sectors;
- The business must be registered or trading in London;
- The Application process to involve a Knowledge Base Provider from the Fusion project network, as well as one or more CDIT SMEs;
- Evidence of a good partnership 'fit';
- Benefit to the CDIT SME/s partner/s in terms of business growth and development;
- All parties collaborating in the scheme are London-based;
- Benefit to London's wider Creative Economy;
- Potential for long-term partnership development between the CDIT SME/s and Knowledge Base Provider;
- Value for money.

Projects

Projects can be between 3 – 4 months in length. Example eligible projects could include those:

- related to the development of services/products/ processes in the creative and digital sectors;
- which begin a working collaborative relationship that previously did not exist;
- that develop further an existing collaborative relationship;
- that develop further a specific aspect of an existing project to bring concrete outcomes;
- that enable the business to address specific product, process or service innovation.



Knowledge Base Providers / London Fusion Framework of Partners

A framework of HEI / IRO partners has been selected via a tender process to participate in the Fusion voucher scheme. These are:

- Goldsmiths
- King's College London
- Kingston University
- Queen Mary, University of London
- The Royal Central School for Speech and Drama
- University of London, C4CC
- Tate

A full description of the knowledge and resources that each of the partners above can offer is included in the application pack that can be obtained from the London Fusion team .

Eligible Costs

Direct costs of academic input in form of consultancy to a maximum of £10K. The SME will be charged VAT for the consultancy service offered upon completion of the project.

Ineligible Costs

- SME costs
- Non-technical training courses (standard or bespoke);
- Internships for students of knowledge institutions*;
- Aid that would promote/ subsidize the cost of exports;
- Design and production of advertising materials;
- Sales activities;
- Website design or development;
- Purchase of equipment e.g. computers, printers etc.;
- Software purchases;
- Legal advice.

* These activities are part of the joint Creativeworks London / London Fusion "PhD students in Residence" scheme.

Payment

The Creative and Digital Collaborative Award is a grant of up to £10K to the SME/s, although the company does not receive any money directly. Payment to the value of the Fusion Collaborative Award will be made by QMUL to the collaborating University on provision of evidence of the project, in the form of the short final report from the SME and the University.

The SME is responsible for paying the VAT element of charges for services provided by the University. The University will invoice the SME separately for VAT.

Evaluation of the Scheme

The QMUL Fusion team will be evaluating the success of the scheme to observe its outcomes by asking the participants to complete a questionnaire on completion of the project.

