



Specific insight:  
**SMEs in the**  
**Multi Annual Implementation Plan (MAIP)**

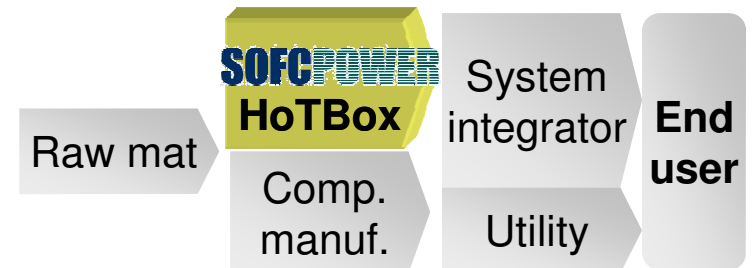
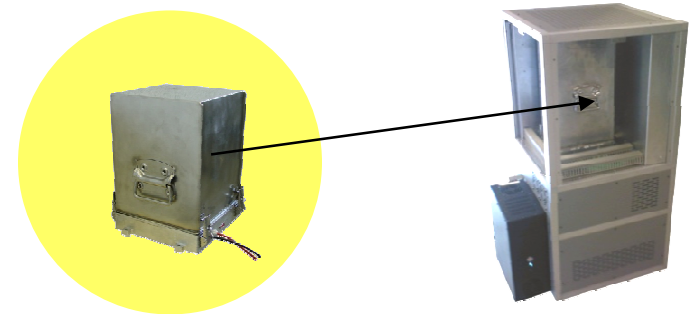
# SOFCpower

- Italian company, founded in 2006
- Acquisition of Swiss HTCeramix (2007)
- 30 people
- Delivers key Fuel Cell Stack technology to major FP6/7 development programs
- Co-development projects with leading utilities and system manufacturers



## Application, product & supply chain

- Application:
  - micro-CHP (Combined Heat & Power), distributed generation.  
20% demonstrated\* primary energy reduction.
- Product:
  - „HoTbox™“ = energy generating unit for CHP system.
- Position in the supply chain:
  - Supplier to system manufacturer/utilities.



\*Japanese demonstration program

# SME and innovation of energy systems

- SMEs regard four factors as constituting equally important barriers to innovation\*:
  1. problems in access to finance,
  2. scarcity of skilled labour
  3. lack of market demand (long term market risks)
  4. and the high cost of human resources.
- In particular, innovation in energy systems:
  - Requires the development and implementation of a mosaic of new technologies and products ( = great opportunities for new product development)
  - Requires a large-scale coordinated action of public and private, (what SME do not usually manage easily).

\*[http://ec.europa.eu/enterprise/enterprise\\_policy/analysis/observatory\\_en.htm](http://ec.europa.eu/enterprise/enterprise_policy/analysis/observatory_en.htm)

## Contribution of JTI to overcome the innovation barriers of SME:

- Critical-mass barrier
  - The participation in the project consortia and in the NEW-IG industry grouping + Research Grouping is very beneficial.
- Financial barrier
  - Entrepreneurs can wait longer than the stock market for returns of investments, but the higher funding level for SME is necessary
- Long-term market view barrier
  - Information concerning development of standards, incentive systems for energy savings etc. are crucial.
  - As well as the role of regional authorities as early adopters.

# Representation of SME in the JTI-JU

- In the JTI-board 6 of 12 seats are represented by the NEW-IG.
- 1 of the 12 seats is reserved for SMI representation.
- Currently 3 of 6 board members are from SMI
- Of 65 NEW-IG members:
  - 2/3 are Large,
  - 1/3 are SMI, = Small & Micro
- In Europe SME..<sup>\*</sup>
  - Represent 60% of industrial jobs
  - 2 out of 3 new jobs are created in SME

# SME in the MAIP: Strategic objectives

DRAFT

## Strategic objectives - the JTI – Program Mission

- The aim of the Fuel Cell and Hydrogen Joint Undertaking (FCH JU) is to execute a program ..... Carried out with the cooperation and involvement of stakeholders from Industry (including SMEs), research centres, universities and regions,

# SME in the MAIP: Early Markets

DRAFT

## Early Markets

- ....In many cases, early markets represent niche markets that are the business domains of SMEs. Support measures will therefore specifically address existing commercialization risks and regulatory hurdles that impact the business of such companies. Elements included are the better integration of SMEs in industrial supply chains, including as system suppliers.



# SME in the MAIP : Cross-cutting Activities

DRAFT

- Cross-cutting Activities (CCA)

The topics of this area will serve the objectives of the FCH JU in a variety of ways, including:

- ...
- The certification of processes and products will be supported to “inter alia” assist SMEs in their integration into the supply chains of OEMs and system integrators.

# SME in the MAIP : Research Priorities

DRAFT

- **3.3 Selection of research priorities**
- ... research activities have been selected and prioritized by assessing their contribution to achieving .. Commission's '20-20-20' targets, energy security and competitiveness.
- ...The promotion of SMEs is another important focal area of the program.

DRAFT

# Implementation :

## E - Support Activities to be included in Activities E1-E11

E	SME promotion: Outreach program & presentation platform	S	SME Promotion Development of a <b>market and finance outreach program</b> to produce and make available information to SMEs and develop a presentation platform towards investors and major OEMs.
E	SME promotion: Early demand stimulation schemes	S	SME Promotion Development of coordinated action towards <b>early demand stimulation</b> schemes with focus on strategic procurement by public institutions, cities or regions.
E	SME promotion: Deployment & product financing support	S	SME Promotion Deployment support actions to enable <b>market entry and early sales</b> for SMEs by product supply financing, e.g. creation of buyers pools, building of early rental/lease fleets, etc. and support to interfacing with relevant institutions.
E	SME promotion: Deployment & national financing deficiencies	S	SME Promotion Additional support to cover regional and/or national demo financing deficiencies and facilitate <b>early deployment of SMEs</b> by creating beneficial frameworks.

*Finally SMEs growing in the sector of  
fuel cells & hydrogen run one major risk:*

*...to become big companies!*

Thank You for your attention

# Annex

# SME definition

[http://ec.europa.eu/enterprise/enterprise\\_policy/sme\\_definition/index\\_en.htm](http://ec.europa.eu/enterprise/enterprise_policy/sme_definition/index_en.htm)

Enterprise category	Headcount	Turnover	or	Balance sheet total
medium-sized	< 250	≤ € 50 million		≤ € 43 million
small	< 50	≤ € 10 million		≤ € 10 million
micro	< 10	≤ € 2 million		≤ € 2 million