



# ***COPERNICUS SMES – ATLANTIC OCEAN INTERACTIONS***

## ***CALL 2: RIO DE JANEIRO, BRAZIL***

### ***GUIDE FOR PARTICIPANTS***



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## GUIDE FOR PARTICIPANTS

### 1. Overview

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

#### Background FPCUP

The Framework Partnership Agreement for Copernicus User Uptake (FPCUP) 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, Ghana 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 second call that will target **Brazil**.

#### 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 country<sup>1</sup>.
- 4) Develop Copernicus-based products.

Note: European SMEs that participated in previous calls are also eligible for this call.

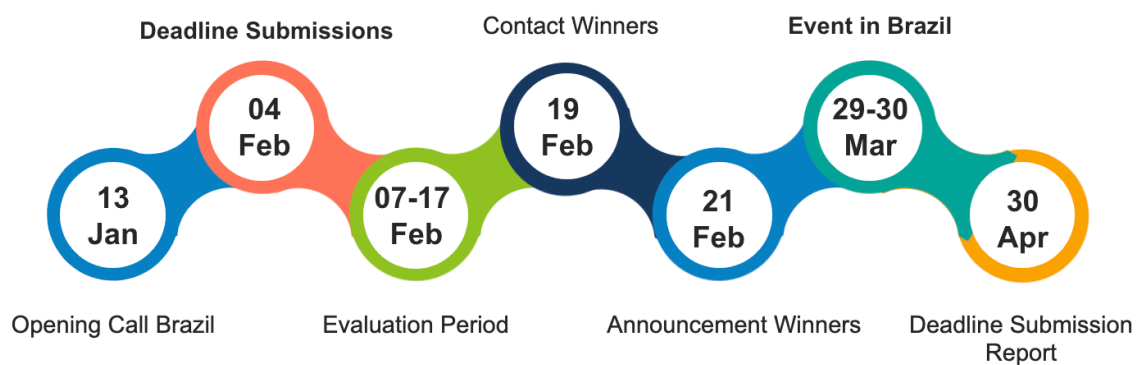
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<sup>1</sup> Eligible countries include EU Member States, United Kingdom, Iceland, Norway and Switzerland.

## 2.2. Important Dates

1. Call opening: 11<sup>th</sup> January 2022.
2. Call closure: 4<sup>th</sup> February 2022 (\*).
3. Evaluation & selection period: 7<sup>th</sup> to 17<sup>th</sup> February 2022.
4. Contact winners: 19<sup>th</sup> February 2022.
5. Public Announcement Winners: 21<sup>st</sup> February 2022.
6. Preparatory Mission to Brazil: February/March 2022.
7. Event in Brazil: 29<sup>th</sup>-30<sup>th</sup> of March 2022.
8. Deadline submission mission report: 30<sup>th</sup> April 2022.

(\*) Applications received after the 04<sup>th</sup> of February at 23:59 GMT 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 – 25%  
*Hint: Include at least the product description, relevance of Copernicus data, level of maturity, challenges/risks.*
- Criteria 2: Knowledge of Brazil downstream ecosystem and needs – 25%  
*Hint: Include at least the Total Addressable Market (TAM), and the Serviceable Addressable Market (SAM) in Brazil, 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 Brazilian partner.*
- Criteria 4: Internationalization plan – 15%  
*Hint: Include at least your current international experience, experience in Brazil or neighbouring countries, internationalization plan including personnel, budget and timeline.*
- Criteria 5: Motivation to participate in Local Event in Brazil – 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, UFRJ 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 Brazil 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

For questions related to the presential event please contact: joao.bentes @ aircentre.org

## ANNEX 1 – ONLINE APPLICATION FORM

### COPERNICUS SMES – ATLANTIC OCEAN INTERACTIONS

#### CALL 2: BRAZIL

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 Brazil downstream ecosystem and needs (open text, max. 250 words).

*Hint: Include at least the TAM and SAM in Brazil, 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 Brazilian partner*

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

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

Criteria 5. Motivation to participate in Local Event in Brazil (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

### **Data processing Agreement**

The personal data received by the Portuguese Space Agency, Portugal Space regarding the *Copernicus SMEs – Atlantic Ocean Interactions* will be used exclusively for sending information about this event and related initiatives. If you do not want to be contacted further, you can do so by emailing [secretariado@ptspace.pt](mailto:secretariado@ptspace.pt). The consent given for the processing of personal data may be revoked at any time by the interested party. To revoke the consent to the processing of your data for the purposes stated, or to exercise your rights of access, rectification, opposition, deletion, limitation and portability, the interested party must express his or her will by sending a written request to the e-mail address [secretariado@ptspace.pt](mailto:secretariado@ptspace.pt).

- I agree
- I disagree

If you wish to receive further information regarding the Portuguese Space Agency, Portugal Space activities subscribe the [Agency's newsletter](#).