**EU for Economic Growth (EU4EG) Project**

**Call for Expression of Interest (EoI) for provision of business support services**  
**by Business Support Organisations (BSOs)**

**CALL REF: EU4EG\_BSO\_3**

**APPLICATION FORM**

**Deadline: 18 March 2024, 12:00 h**

**Please submit only one signed and stamped Application Form.**

All data included in this application must concern the legal entity which is the Business Support Organisation (BSO), unless it is otherwise stated.

The Call for Expression of Interest is available at the EU4EG web site: <https://eu4eg.mk/open-calls/> and the [LINK](https://areasciencepark.sharepoint.com/sites/EU4EG_Academy/SitePages/Call-for-Expression-of-Interest-(EoI)-for-provision-of-business-support-services-by-Business-Support-Organisat.aspx) (only for registered users) at the EU4EG Academy.

31 January 2024, Skopje

**1. General Information about the Business Support Organisation (BSO)**

*<please fill-in the following information or thick were appropriate>*

* 1. **BSO**

|  |  |  |
| --- | --- | --- |
| **#** | **Item** | **Information** |
| **1.1.** | **BSO** |  |
| **1.1.1.** | **Name of the legal entity of the BSO** |  |
| **1.1.2.** | **Nationality of the legal entity of the BSO** |  |
| **1.1.3.** | **Official representative of the legal entity of the BSO** |  |
| **1.1.4.** | **Registration Number in the Central Registry** |  |
| **1.1.5.** | **Date of registration** | *<DD.MM.YYYY>* |
| **1.1.6.** | **Official address of the BSO as per the registration document** |  |
| **1.1.7.** | **Type of BSO** | public  private |
| **1.1.8.** | **Type of BSO** | profit making  non-for-profit  other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **1.1.9.** | **Legal status of the organisation** | Association or Foundation  Local and regional government bodies/public authorities  Company  Other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **1.1.10.** | **Sector of activity (according NACE rev. 2 classification)** |  |
| **1.1.11.** | **Region** | North-East  Polog  South-West  Prespa (Municipality of Resen) |
| **1.1.12.** | **Web** |  |
| **1.1.13.** | **Social media** |  |
| **1.1.14.** | **Contact person of the Applicant (for this Application)** |  |
| 1.1.14.1. | Name and Surname |  |
| 1.1.14.2. | Position |  |
| 1.1.14.3. | Address |  |
| 1.1.14.4. | Telephone |  |
| 1.1.14.5. | E-mail |  |
| 1.1.14.6. | LinkedIn |  |

**2. Technical Capacity**

**2.1. Availability of human resources**

*<Please provide the following information on the number of available human resources of the BSO for the current year and the previous 2 years>*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Available human resources** | **Current year (2023)** | **Previous year (2022)** | **Year before the last year (2021)** |
| **2.1.1.** | **Permanent staff** |  |  |  |
| 2.1.1.1. | Management staff |  |  |  |
| 2.1.1.2. | Operational staff |  |  |  |
| **2.1.2.** | **Other staff**  <e.g. part time staff, project-based staff, etc.> |  |  |  |
| **2.1.3.** | **Number of staff with experience relevant to the project proposal** |  |  |  |
| **2.1.4.** | **Number of female staff** |  |  |  |
| **2.1.5** | **Number of young staff (<40 years of age)** |  |  |  |

**3. Participation at the EU4EG Academy**

**3.1. Participation at the courses of the EU4EG Academy**

*<At which courses have your experts participated at the EU4EG Academy? Select from the available lists, multiple answers are possible.>*

Innovation and ICT/digitalization

Entrepreneurship culture and management skills

EU Green Deal

Intellectual property rights (IPR)

EU Funding

Quality and safety

Export and access to external markets

Standardization

Marketing, promotion and communication

Design of new products

Finance, financial services, access to funds ​​​​​​​

Social and inclusive entrepreneurship

​​​​​​ Tools to support BSOs' activity

​​​ Change management

**3.2. Representatives of the BSO who participated at the courses of the EU4EG Academy**

*<Who from your organization participated at the EU4EG Academy? Whose experts and for which topics they will be used in delivery of BSSs? Insert the required info, add more experts if needed.>*

3.2.1. Expert 1. Name and Surname *<Name and Surname of the expert>*, e-mail: *<insert e-mail registered at the EU4EG Academy>;* attach CV; *<see Annex 2.>*

Key competence areas related to Section 4 below.

Digital Maturity Assessment

Business Model Design (Circular business model Canvas)

Energy Efficiency Audit of industrial processes (PInE Audit Tool)

Patent Prior-Art Search

Market Scenario

Product development roadmap

Other1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.2.2. Expert 2. Name and Surname *<Name and Surname>*, e-mail: *<insert e-mail registered at the EU4EG Academy>;* attach CV; *<see Annex 2.>*

Key competence areas related to Section 4 below:

Digital Maturity Assessment

Business Model Design (Circular business model Canvas)

Energy Efficiency Audit of industrial processes (PInE Audit Tool)

Patent Prior-Art Search

Market Scenario

Product development roadmap

Other1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.2.3. Expert 3. Name and Surname *<Name and Surname>*, e-mail: *<insert e-mail registered at the EU4EG Academy>;* attach CV; *<see Annex 2.>*

Key competence areas related to Section 4 below:

Digital Maturity Assessment

Business Model Design (Circular business model Canvas)

Energy Efficiency Audit of industrial processes (PInE Audit Tool)

Patent Prior-Art Search

Market Scenario

Product development roadmap

Other1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*<add as many Experts as you intend to use in the a.m. Call for MSMEs>*

**4. Business Support Services from the EU4EG Catalogue provided by BSO to MSMEs with growth potential**

*<Which Business Support Service(s) from the EU4EG Catalogue have you already provided to MSMEs with growth potential? Select from the available lists, multiple answers are possible>*

Technology audit (Analysis of business context and identification of innovation needs)

Digital Maturity Assessment\*[[1]](#footnote-2)

Value Proposition & Business Model Design

Business Model Design (Circular business model Canvas)\*

Business Model Design (Business Model Canvas, Triple – Layered Business model canvas)

Patent Prior-Art Search\*

Patent Landscape

Market Scenario\*

Energy Efficiency Audit of industrial processes (PInE Audit Tool)\*

Quality and safety context of organization (SWOT, PESTLE, Interested parties)

5-Why-Analysis

FMEA

Export Audit

Export Plan

Check list for internal audit for business standardisation

Non-conformance protocol for business standardisation

Procedure for performing internal audit for business standardisation

Program for internal audit for business standardisation

Report for internal audit for business standardisation

Product development roadmap\*

Digital Marketing Company Audit

Digital strategy and Digital marketing plan

Market Strategy

Marketing Brand Plan

Marketing Plan

Investment agreement (equity) for a start-up

Metrics for a start-up

Methods of valuation of a start-up

Financial Modelling for a start-up

Cashflow Statement for an existing company

Financial Ratios for an existing company

Investment Payback Calculation for an existing company

Learning Journey for Inclusive Workplace Integration (IWI)

Container Building for IWI

INCLEAD Development of an inclusive leadership measurement for IWI

Inclusion and diversity in Work Groups

Stakeholder Interviews for IWI

Ladder of Inference for IWI

Left hand column for IWI

Levels of listening for IWI

Key factors for successful network

View of the actors in the network - PIANO matrix

Change Case

Compelling Vision in change management

Stakeholder Analysis and Engagement Plan in change management

Risk Assessment in change management

Change Readiness Assessment

Change Communication Plan

**4.2. References for BSSs from the EU4EG Catalogue provided by your BSO to MSMEs with growth potential in the previous period**

*<Please provide a description of at least one BSSs from the EU4EG Catalogue and at least one BSSs from other sources provided by your BSO to MSMEs with growth potential since 2021 (add as many rows as needed)>*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Name of the business support service (BSSs)** | **Description of the BSSs provided to MSME by your BSO** | **Period of implementation** | **Name of the MSME that used the BSS** |
| **4.2.1.** | *<e.g. Energy Efficiency Audit, Technology Audit, Marketing Plan, Marketing Strategy, Export Readiness audit, Export Plan, etc.>* | *<describe the BSSs and how it improves the business, 500 characters, without spaces>* | *<e.g. MM.2022 – MM.2023>* | *<name of the MSME, municipality, region>* |
| **4.2.2.** | *<e.g. Energy Efficiency Audit, Technology Audit, Marketing Plan, Marketing Strategy, Export Readiness audit, Export Plan, etc.>* | *<describe the BSSs and how it improves the business, 500 characters, without spaces>* | *<e.g. MM.2022 – MM.2023>* | *<name of the MSME, municipality, region>* |
| **…** | *<add as many rows as needed>* |  |  |  |

**5. Identification of green, circular and digital practices in MSMEs**

*<Please explain shortly what is your approach / support to the MSMEs with growth potential to identify gaps, needs, opportunities and to improve the businesses by adopting green/ circular and/or digital practices? 800 characters, without spaces>*

**Annexes:**

**Annex 1. References for provided BSSs to MSMEs with growth potential**

Reference 1 – BSS1 from the EU4EG Catalogue *<please attach the deliverable (final document) provided to the client MSME>*

Reference 2 – BSS2 from other sources *<please attach the deliverable (final document) provided to the client MSME>*

*<add as many references as needed>*

**Annex 2. CVs of the Key experts** *<please use the CV template provided in Annex 3. The CV shall not be longer than 4 pages, in English language>*

Expert 1  CV 1

Expert 2  CV 2

Expert 3  CV 3

*<add as many Experts as needed, >*

**Annex 3. CV template**

**Annex 4. Supporting documents**

Current status of the registration in the Central Registry of the Republic of North Macedonia (not older than 6 months)

Self-declaration (signed and stamped)

|  |  |
| --- | --- |
| **Signed on behalf of the BSO:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Name:  Position:  Date: | **Official stamp of the BSO:** |

1. Obligatory Business Support Services in the future Call for MSMEs [↑](#footnote-ref-2)