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

**Contracting Authority:**

**Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)**

**CALL FOR PROPOSALS FOR EXISTING MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) TO USE BUSINESS SUPPORT SERVICES (BSSs)**

**CALL REF: EU4EG\_MSMEs\_4**

**APPLICATION FORM**

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

All data included in this application must concern the legal entity which is the Applicant, unless it is otherwise stated.

The Guidelines and the Application Package to apply to this Call for proposals are available at the following LINK1 at the EU4EG web site and [LINK2](https://areasciencepark.sharepoint.com/sites/EU4EG_Academy/SitePages/IV-CALL-MSMEs.aspx?csf=1&web=1&e=dMQ0H1&cid=4e0f14dd-ab79-4bc9-a188-e3cab81b6965) at the EU4EG Academy.

09 April 2024, Skopje

**1. General Information about the Applicant**

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

* 1. **Applicant**

|  |  |  |
| --- | --- | --- |
| **#** | **Item** | **Information** |
| **1.1.** | **Applicant** |  |
| **1.1.1.** | **Name of the legal entity of the Applicant** |  |
| **1.1.2.** | **Nationality of the legal entity of the Applicant** |  |
| **1.1.3.** | **Official representative of the legal entity of the Applicant** | *<The Official representative is expected to sign the Service Agreement with GIZ if the application is successful>* |
| **1.1.4.** | **Registration Number in the Central Registry** |  |
| **1.1.5.** | **Date of registration** | *<DD.MM.YYYY>* |
| **1.1.6.** | **Type of organisation** | profit making  other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **1.1.7.** | **Legal status of the organisation** | Personal Business Enterprise  Limited Liability Company in Sole Proprietorship  Limited Liability Company  Joint Stock Company  Public trade company  Limited partnership  Limited partnership with shares  other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **1.1.8.** | **Sector of activity (according NACE rev. 2 classification)** |  |
| **1.1.9.** | **Address** |  |
| **1.1.10.** | **Region** | North-East  Polog  South-West  Prespa (Municipality of Resen) |
| **1.1.11.** | **Web** |  |
| **1.1.12.** | **Social media** |  |
| **1.1.13.** | **Contact person of the Applicant (for this Application)** |  |
| 1.1.13.1. | Name and Surname |  |
| 1.1.13.2. | Position |  |
| 1.1.13.3. | Address |  |
| 1.1.13.4. | Telephone |  |
| 1.1.13.5. | E-mail |  |

**2. Technical Capacity**

**2.1. Availability of human resources**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Available human resources** | **Last year (2023)** | **1 year before last year (2022)** | **2 years 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)** |  |  |  |

**2.2. Description of business support services (BSSs) used by the Applicant from a local Business Support Organisation (BSO) in the previous period**

**Have you used any BSSs from a local BSO in the previous period?**

Yes

No

*<If Yes, please provide a description of the business support services used by the Applicant from a local BSO in the last 3 years (add as many rows as needed)>*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Name of the business support service** | **Description of the business support service provided by a local BSO** | **Period of implementation** | **Name of the BSO that provided the BSS** |
| **2.2.1.** | *<e.g. Energy Efficiency Audit, Technology Audit, Marketing Plan, Marketing Strategy, Export Readiness audit, Export Plan, etc.>* | *<500 characters, without spaces>* | *<e.g. 2021 – present date>* | *<name of the organization, municipality>* |
| **2.2.2.** | *<e.g. Energy Efficiency Audit, Technology Audit, Marketing Plan, Marketing Strategy, Export Readiness audit, Export Plan, etc.>* | *<500 characters, without spaces>* | *<e.g. 2021 – present date>* | *<name of the organization, municipality>* |
| **2.2.3.** | *<e.g. Energy Efficiency Audit, Technology Audit, Marketing Plan, Marketing Strategy, Export Readiness audit, Export Plan, etc.>* | *<500 characters, without spaces>* | *<e.g. 2021 – present date>* | *<name of the organization, municipality>* |
| **…** | *<add rows as needed>* |  |  |  |

**3. Economic and financial capacity**

**3.1. Financial performance of the Applicant**

*<Please complete the following table of financial data based on your annual closed accounts and your latest projections. If annual accounts are not yet available for the current year, please provide your latest estimates in the column marked with \*\*. Figures in all columns must be calculated on the same basis to allow a direct, year-on-year comparison to be made (or, if the basis has changed, please provide an explanation of the change as a footnote to the table). Any other clarification or explanation which is judged necessary may also be provided.* *Conversions into EURO shall be made using the monthly official accounting exchange rate of the European Commission for the month of submission of this Application.>*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Financial data for the Applicant** | **2 years before last year[[1]](#footnote-2)**  **(2021)**  **EUR** | **Year before last year**  **(2022)**  **EUR** | **Last year**  **(2023) EUR** |
| 3.1.1. | Annual turnover[[2]](#footnote-3), excluding this contract |  |  |  |
| 3.1.2. | Current assets[[3]](#footnote-4) |  |  |  |
| 3.1.3. | Current liabilities[[4]](#footnote-5) |  |  |  |

**4. Description of the business support needed**

**4.1. Background/Problem Analysis – max 1 page** *<1.800 characters, without spaces>*

*<Please provide short description of the context where the company operates as well as analysis of the needs/problems which the business support will address. A problem can be regarded as a difference between the actual situation and the desired situation. The problem statement should ideally answer the following questions: 1) What is the problem or need that this support will address? 2) Who has the problem or need? Who does the problem affect? and 3) Why is it important to solve this problem? It’s also preferable to answer 4) When does the problem occur? and 5) Where is the problem occurring? The problem statement expresses actually the words that will be used to keep the effort focused and it should represent a solvable problem. What is the potential(s) for change? In particular, what is the potential(s) for change in terms of green/circular economy and digitalisation? 6) What is the role of the Business Support Organisation (BSO) in overcoming the challenge?>*

**4.2. Results (Outputs) – max 1 page** *<1.800 characters, without spaces>*

*<What are the intended immediate effects on the support? What are the concrete products and services (specific, visible, tangible, practical direct deliverables)? What are the expected benefits for the Applicant? How will be the deliverables used? How will be the situation changed? How these outputs contribute to the achievement of the Overall Objective and the Specific Objectives of the Call? Which impact will outputs have on the future performance of the company? Are the outputs likely to identify gaps/opportunities for future growth of the company? How likely is that the deliverables will result in follow-up actions/ new project proposals of the company*

**4.3. Indicators**

*<What is the contribution of the project proposal to the achievement of the EU4EG project indicators? Please tick the respective indicators and insert the values.>*

Number of supported MSMEs value = 1.

Number of new products/services developed by supported MSMEs value = \_\_\_\_\_\_\_\_\_.

Number of business support services used by MSMEs from BSOs value = \_\_\_\_\_\_\_\_\_.

**4.4. Business Support Service**

*<Which Business Support Service(s) is(are) needed? Select from the available lists, multiple answers possible. The Applicant shall select at least one Business Support Service from the Obligatory ones.>*

***4.4.1. Obligatory Business Support Services***

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

***4.4.2. Optional Business Support Services***

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

Value Proposition & Business Model Design

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

Patent Landscape

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

Digital Marketing Company Audit

Digital strategy and Digital marketing plan

Market Strategy

Marketing Brand Plan

Marketing Plan

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

**4.5. Adoption of green/ circular and/or digital practices - max ½ page** *<900 characters, without spaces>*

*<Please explain how the business support services will contribute to adopt green/ circular and/or digital practices in your business operations.>*

**4.6. Business Support Organisation (BSO)**

*<Please provide a list of up to 3 preferred Business Support Organisations (name and municipality) which may provide the business support service (note: one BSO is sufficient). Select from the list of approved BSOs (Annex B. Short-listed local BSOs for delivery of BSSs)>*

**1. BSO#1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Expert#1.1. Name and Surname *<Name and Surname of the expert>*.

Expert#1.2. Name and Surname *<Name and Surname of the expert>*.

Expert#1.3. Name and Surname *<Name and Surname of the expert>*.

**2. BSO#2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Expert#2.1. Name and Surname *<Name and Surname of the expert>*.

Expert#2.2. Name and Surname *<Name and Surname of the expert>*.

Expert#2.3. Name and Surname *<Name and Surname of the expert>*.

**3. BSO#3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Expert#3.1. Name and Surname *<Name and Surname of the expert>*.

Expert#3.2. Name and Surname *<Name and Surname of the expert>*.

Expert#3.3. Name and Surname *<Name and Surname of the expert>*.

**4.7. Requested business support**

|  |  |  |  |
| --- | --- | --- | --- |
| **Period of implementation of business support services**  *(not later than 30.11.2024)* | | *<insert the number>* months | |
| **Requested donor contribution for business support services (number of expert days)**  *(min. 5 and max. 10 expert days), of which:* | | *<insert the number>* days | |
| Expert  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | BSS  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Days  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Expert  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | BSS  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Days  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Expert  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | BSS  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Days  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Requested donor contribution as a percentage of total**  *(max. 50% of total number of days)* | | *<insert the percentage>* % | |
| **Estimated expert fee**  *(max. 150 EUR gross/day)* | | *<insert the amount> EUR* | |
| **Requested donor contribution**  *(max. 1.500 EUR)* | | *<insert the amount> EUR* | |
| **Total number of expert days (donor contribution + own contribution)** | | *<insert the total number>* days | |
| **Total Budget (EUR)** | | *<amount = number of expert days \* estimated fee> EUR* | |

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

1. Last year = last accounting year for which the entity's accounts have been closed. [↑](#footnote-ref-2)
2. The gross inflow of economic benefits (cash, receivables, other assets) generated from the ordinary operating activities of the enterprise (such as sales of goods, sales of services, interest, royalties, and dividends) during the year. [↑](#footnote-ref-3)
3. A balance sheet account that represents the value of all assets that are reasonably expected to be converted into cash within one year in the normal course of business. Current assets include cash, accounts receivable, inventory, marketable securities, prepaid expenses and other liquid assets that can be readily converted to cash. [↑](#footnote-ref-4)
4. A company's debts or obligations that are due within one year. Current liabilities appear on the company's balance sheet and include short term debt, accounts payable, accrued liabilities and other debts. [↑](#footnote-ref-5)