



**RESIST**



# **MARKETING AND NETWORKING OPEN CALL**



Co-funded by the  
European Union

MARKETING  
AND  
NETWORKING  
**OPEN CALL**



# OBJECTIVE

RESIST Eurocluster will provide financial support, also known as Financial Support to Third Parties (FSTP), to European small and medium-sized enterprises (SMEs) working in the Mobility, Transport and Automotive ecosystem, so they can participate in international networking and marketing activities organised inside the European Union.

*FSTP is an instrument used by the European Commission to distribute public funds and generate opportunities for SMEs, start-ups and/or mid-cap companies, in the adoption or development of digital technologies.*

## Why should you participate in networking and marketing activities?

To create **long-term business and innovation partnerships** between SMEs and other European entities

To help **spread the knowledge and benefits of solutions** for a more digital and sustainable production

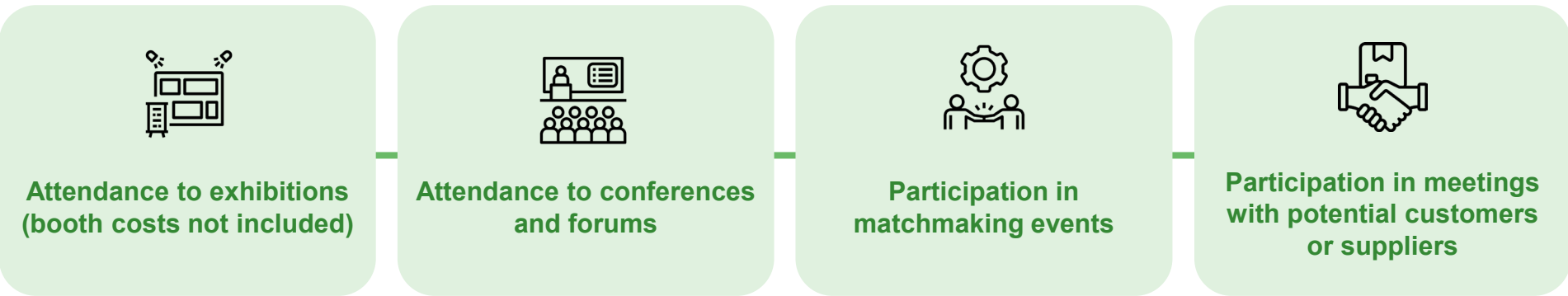
To be aware about the **need to embrace the twin transition**, enabling the contact with relevant experts that can support you in the process

MARKETING  
AND  
NETWORKING  
OPEN CALL



# ELIGIBLE ACTIVITIES

RESIST will provide financial support to SMEs from the MTA ecosystem so they can participate in networking and marketing activities organised in EU countries (other than the SME's one), being eligible the following actions:



Networking and marketing activities taking place in **EU countries**



Activities organised from the launch of the Open Call and **no later than the 20th of December 2024** (companies could apply before or after the date of the event)



Internal events organised in the framework of the RESIST Eurocluster will be out of the scope of this cascade funding



Co-funded by the  
European Union

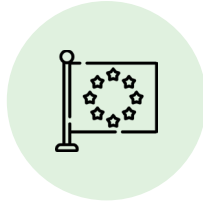


# WHO CAN APPLY

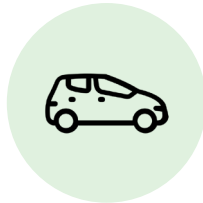
Participation in RESIST Eurocluster open calls are restricted to companies that comply with **all the following conditions:**



Being a **SME**, according to the European Commission Recommendation 203/361/EC and the SME qualification guide.



Being headquartered in one of the **EU Member States** or in **SMP/COSME countries**.



Be part of the **Mobility-Transport-Automotive (MTA) ecosystem**.



Have undergone the **resilience check** scheme provided by the RESIST Eurocluster that will allow them to audit their market situation, production and processes towards potential risks and future challenges, as well as set-up an action plan for mitigating the main risks.



# FINANCIAL SUPPORT AND FUNDING CONDITIONS

Total budget available  
**€ 15,000**

**30 FSTP for marketing activities**  
(including exhibitions, forums and conferences)

**250 €/person\***

**15 FSTP for networking activities**  
(including matchmaking events, as well as meetings with potential suppliers or customers)

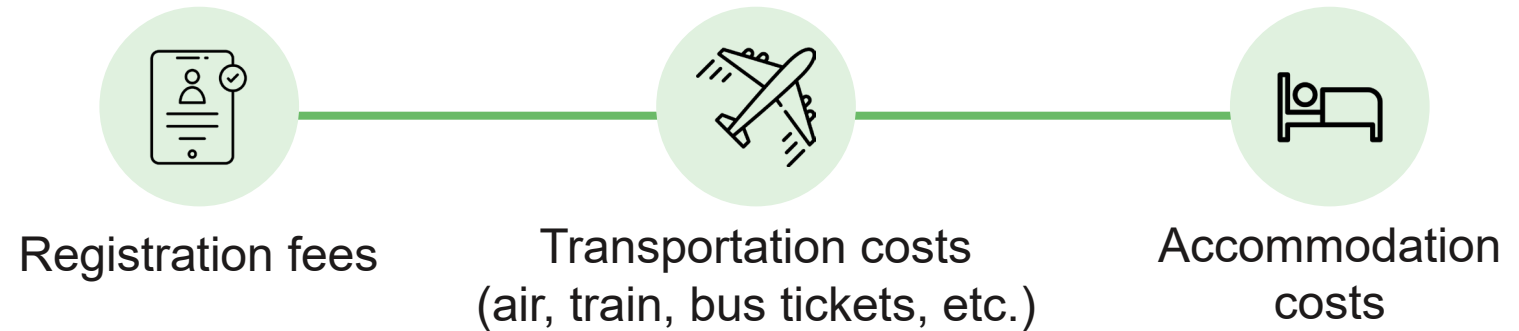
**500 €/person\***

\*Maximum funding per SME and activity

SMEs have the possibility of participating in all open calls to be launched within the framework of the RESIST initiative, but the maximum financial support possible for a single SME in all calls is limited to €60,000. It is the responsibility of the SME to check that the requested funding sums do not exceed this limit.



# ELEGIBLE COSTS



All eligible costs shall meet the following criteria:

- Be **actually incurred** by the participant (no estimated costs).
- Be incurred **during the open call period**.
- Be **identifiable, verifiable, and recorded** in the beneficiary's accounts in accordance with the applicable accounting standards and usual cost accounting practices.
- Comply with the **applicable national laws on taxes** and be reasonable and justified and comply with the principle of sound financial management (regarding economy and efficiency).
- Excluded Value Added Tax (VAT) in cases where the company benefiting from the FSTP **could recover the VAT borne**.



# HOW TO APPLY

Submission via the **Clusters submission platform**

## Open call link

### Documents to be submitted

Application form (including company data, activity they want to participate in, relevance of the event, etc.)

The RESIST Resilience check: mandatory to access all RESIST Open Calls

Commitment declaration

Ethics assessment

Financial declaration

Applications will be evaluated according to 4 criteria: motivation and coherence; alignment with RESIST objectives; impact for the company and target countries. Awarded SMEs will be decided in the RESIST monthly consortium meetings.





**RESIST**

MARKETING  
AND  
NETWORKING  
**OPEN CALL**



# RESPONSABILITIES IN CASE OF BEING AWARDED

To receive the full payment, awarded SMEs will be required to:



Submit the invoices/receipts/proofs of expenditure

**30 days**

from the award of the  
FSTP, in case the activity  
already took place

or

**30 days**

from the celebration of the  
activity, in case of future events  
taking place after the cascade  
funding approval.



Present a report in English of the granted activity (with previous expectations, achieved results and impact in the company)



Make at least 1 public communication (e.g., on social media such as LinkedIn, Twitter, Instagram...) mentioning the RESIST initiative through the hashtag #RESISTeurocluster, as well as the EISMEA and DG GROW links or hashtags



Co-funded by the  
European Union





Find full information in the Guide for Applicants.

For any enquiries regarding this RESIST Open Call, please contact:

[info@resisteurocluster.eu](mailto:info@resisteurocluster.eu)



Co-funded by the  
European Union