

# EU Grants Advisor



## What is EU Grants Advisor (EUGA)?

Originally piloted in 2004, officially launched in 2005 and now available in 26 countries across Europe, the primary goal of the EU Grants Advisor (EUGA) is to stimulate growth, employability and innovation thus, enhancing business and helping to grow competitive and dynamic local economies.

## Why was the EU Grants Advisor developed?

In March 2000, the European Council established a goal for the EU to become the most dynamic and competitive knowledge-based economy in the world. The majority of businesses in Europe are SMEs (around 22m) and, as well as employing close to 120 million people, they contribute 57 per cent to the European GDP. This positions them indisputably as major players in the EU economy, and as the key driving force behind innovation and the creation of new and better jobs. Further, they stimulate competitiveness and growth through their own increased skills acquisition.

Research reveals that the single greatest hindrance for SMEs is access to finance - for expansion or implementation of new ideas, skills and technology. For the current budgetary period of 2007-2013, the EU has made available (directly and through local and regional governments and funding institutions) over €200bn of funding for technology and growth related investment for SMEs and LRGs (including innovation, training, business start up and employment). This amount is a significant increase on the €117bn that they allocated in the same categories for the previous budgetary period of 2000-2006. However, the full potential impact of this incredible effort has been somewhat lacking, as less than half of SMEs have been aware of the funding and only a small percentage applied for funds, primarily because of the current administrative processes and people/time resources required. Of that small percentage applying, only a fraction were successful.

The EU Grants Advisor (EUGA) is an initiative developed by Microsoft, in partnership with HP and Intel, as well as other local public and private institutions (including banks, telcos, Chambers of Commerce, etc) to increase the awareness and understanding of the funding opportunities available, as well as allow SMEs and LRGs to take advantage of a facilitated application process should they wish to apply for funding for which they are eligible.

Microsoft and the consortium members recognize that as technology acts as a key driver in enabling businesses to realize their full growth potential, by facilitating IT adoption by SMEs, innovation and competitiveness will be spurred on, thereby stimulating European economic growth and jobs.

## Facts and figures:

- Around 22 million SMEs in Europe
- SMEs in Europe employ 120 million people
- 57% of the European GDP contributed by SMEs
- €200bn+ available through EU and national funding opportunities from 2007-2013
- 11,000+ grants identified in technology and growth related categories for 2007-2013

## Results of EUGA to date:

- EUGA available in 26 countries
- Further EUGA roll-out ahead
- 1,150 grants applications projects either successfully completed or in progress
- 81% success rate of applications submitted through EUGA
- €165m of EU and national government funding awarded as a result of EUGA
- 98 consortium members across the region
- 105,000+ people to be trained from grants awarded
- 113,000+ SMEs benefitting
- 431 local government organizations benefitting

MICROSOFT AND THE CONSORTIUM MEMBERS RECOGNIZE THAT BY FACILITATING IT ADOPTION, INNOVATION AND COMPETITIVENESS WILL BE SPURRED ON, THEREBY STIMULATING EUROPEAN ECONOMIC GROWTH.

For more information please contact Microsoft Corporate Affairs, or visit the website: [www.microsoft.com/emea/euga](http://www.microsoft.com/emea/euga)