

ENRICH

EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, USA

Powered by



ToR- Ambassadors in the ENRICH in the USA Project



TERMS OF REFERENCE - Ambassadors in the ENRICH in the USA Project

1.1 ENRICH in the USA Summary

ENRICH is the European Network of Research and Innovation Centres and Hubs. Funded and promoted by the European Commission through Horizon 2020, the ENRICH network currently offers services to connect European research, technology and business organisations with three global frontrunner innovation markets: Brazil, China and the USA.

ENRICH in the USA is powered by NearUS, a H2020 initiative to establish a Network of European Research and Innovation Centres throughout the United States of America. ENRICH in the USA acts as a central contact point for European research and innovation actors seeking to grow and reinforce collaboration across the Atlantic. The mission of the Network is to provide standardised as well as various tailor-made, research & innovation internationalisation support services to European researchers and innovators, to accelerate access to the US market, and maximise chances of success.

ENRICH in the USA targets to serve the following actors:

- Accelerators
- Businesses
- Clusters
- Entrepreneurs
- Funding Agencies
- Incubators
- Networks
- R&D institutes and labs
- Research managers and administrators
- Research Parks
- SME's
- Start-ups
- Universities
- University Associations

ENRICH in the USA includes the following entities:

- **One “Coordination Node” in Europe** (at EBN)
- **One “Coordination Node” in the US** (at InBIA)
- **Two physical “Landing Hubs”:**
 - **San Francisco Centre:** ENRICH West Coast Centre (hosted and operated by EAEC)
 - **Boston Centre:** ENRICH East Coast Centre (operated under the responsibility of InBIA)
- **Five Landing Hubs across the US**, and plans to expand the ENRICH in the USA Network beyond these first five Hubs, over four years.

The ENRICH in the USA Network is built on local US experience and strong existing ties between the EU and USA, while providing new researcher- and entrepreneur-serving capabilities which address the knowledge, contacts and resource gaps necessary to enable access for all EU Member States and Associated Countries, to every state in the US.

A variety of services are proposed for researchers and entrepreneurs engaged by the Network during the pilot phase, then the Centres' pilot activities will be evaluated and tuned to retain the initiatives' most successful components to ensure a sustainable plan for ENRICH in the USA in the future.

Services will target various, commercially viable technology maturity levels, both research-oriented and market-oriented and will include research connection symposia, business

matchmaking opportunities, working visits and innovation tours to US organisations to explore technology/product partnerships and/or business development middle/long term opportunities, pitching to potential investors, entrepreneurial bootcamps, workspace access, hands on business acceleration programmes, and more. As the ENRICH in the USA initiative is highly competitive to best serve the strongest researchers and entrepreneurs, all services must be applied for through an open and transparent selective mechanism.

60 Ambassadors in the EU and USA support ENRICH in the USA and ENRICH in the USA, with more Ambassadors expected in the future.

ENRICH in the USA Consortium:

Coordinator: German Aerospace Centre(DLR), Germany

Partners:

- > inno TSD, France
- > European Business and Innovation Centre Network (EBN), Belgium
- > International Business Innovation Association (InBIA), USA
- > European American Enterprise Council (EAEC), USA
- > INTRASOFT International (INTRA), Luxembourg
- > Sociedade Portuguesa de Inovação (SPI), Portugal
- > Regional Centre for Information and Scientific Development (RCISD), Hungary
- > National Council of University Research Administrators (NCURA), USA

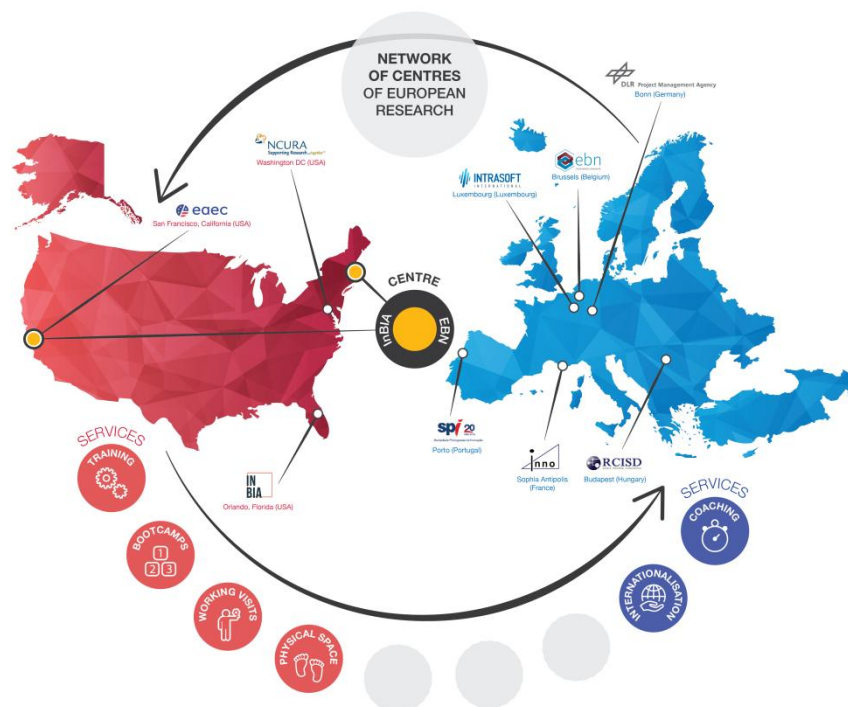


Figure 1: ENRICH in the USA Network

1.2 Ambassadors in the ENRICH in the USA project

Concept

In order to support the ENRICH in the USA project team, an important group of 60 Ambassadors has already been mobilised who will contribute to the development of the Network of Centres and provide input to the Network's (=the project) activities.

Involvement can be more or less strong, according to the interest and possibilities of each Ambassador.

The concept, benefits, and other elements described below might evolve as the initiative progresses, in which case the ToRs will be updated. The Ambassadors are welcome to provide suggestions (contact details below).

Benefits of the Ambassadors:

- Ambassadors benefit from the visibility of the ENRICH in the USA – each Ambassador will have a profile on the ENRICH in the USA website.
- Ambassadors get an early-access to information (ahead of external organisations) in case the ENRICH in the USA is seeking external competences, e.g. providing events with a venue or delivering a specific service.
- At a later stage, (US-based) Ambassador organisations who meet the selection criteria, may become an ENRICH in the USA Landing Hub. This possibility will be open exclusively to the Ambassadors.
- The Ambassadors are eligible to host EU-based or US-based training events of ENRICH in the USA or other programmatic elements (and to receive corresponding funds from ENRICH in the USA if applicable).
- At a later stage, the Ambassadors and their members could potentially benefit from the services of the Landing Hubs in the US, possibly at a reduced cost/in return for a membership fee. This opportunity will be analysed and has to be confirmed later on.

Expectations from the Ambassadors:

The Ambassadors' role englobes a wide range of options. They are expected to be able to contribute in at least two of the ways listed here:

- Support the promotion of the ENRICH in the USA initiative, its pilot calls etc.
- Contribute to recruiting potential service providers, when relevant
- Provide advice in the areas of their competences and practical support, when relevant
- Support provision of content, resources or services to end-users, when relevant
- Provide advice to the ENRICH in the USA initiative in the areas of their competences
- Contribute to the ENRICH in the USA training and networking events, when relevant
- Support capital raising and business development efforts, i.e. bring important investment/potential business opportunities to the ENRICH in the USA service users
- Provide specific input to the studies needed by the EU R&I community ...

Legal status:

The status of the Ambassador is not legally binding. Ambassadors are not consortium partners.

Means of communication:

A mailing list, ambassadors@usa.enrichcentres.eu has been created for outgoing messages. General enquiries can also be sent to the aforementioned email address. For more specific questions please message the contact points of the ENRICH in the USA listed in Section 1.5 below.

Currently, there is no plan to organise physical meetings with the Ambassadors of the ENRICH in the USA. However, the project will regularly communicate and exchange with the Ambassadors, when required. A summarized calendar of the ENRICH in the USA events, which is anticipated to be beneficial to the Ambassadors, will become available on the ENRICH in the USA website.

Confidentiality Issues:

The Ambassadors will receive only non-confidential information, so that they can act as a multiplier for the project results without risking infringement of confidentiality.

Reporting requirement:

There are no reporting requirements for the Ambassadors, except if they benefitted from financial support from the ENRICH in the USA – in that case, reporting requirements will be agreed on separately.

Resources:

The Ambassadors do not receive funding, unless agreed otherwise on a case-to-case basis. There is no fee to become an Ambassador.

1.3 Expression of Interest

An Ambassador can join at any time. To become an Ambassador, one must fill in an application form via the ENRICH in the USA website. Criteria for being chosen are: added value for the project's activities based on complementary knowledge or resources, as well as strong interest to join the Centres' and Hubs' (the project) activities building on own resources.

1.4 Access Right

The Ambassadors will not be granted any Access Rights to the project results, since they are neither a Partner of the Consortium nor an Affiliated Entity of the Consortium.

1.5 Contact Points for the Ambassadors

You can be in touch either with primary contact, or with any of the ENRICH in the USA team indicated below.

Krisztina Dax, inno TSD: k.dax@inno-group.com – primary contact



Johanna Füllmann, DLR: Johanna.Fuellmann@dlr.de – project coordination team

Margaret Mulligan, EBN: Margaret.Mulligan@ebn.eu – at the Network Coordinating Node in Europe

Jack Henkel, InBIA: jhenkel@inbia.org

Sebastien Torre, EAEC: storre@eaecouncil.com

1.6 ENRICH in the USA Network (part of ENRICH - European Network of Research and Innovation Centres and Hubs)

Network in Europe 	Network in the US 
<p>European Business & Innovation Centre Network (EBN)</p> <p>Robert Sanders robert.sanders@ebn.eu</p>	<p>International Business Innovation Association (InBIA)</p> <p>Kirstie Chadwick kchadwick@inbia.org</p> <p>West Coast Hub representative: European American Enterprise Council (EAEC)</p> <p>Sebastien Torre storre@eaecouncil.com</p>