



Co-funded by
the European Union



CESAM Guide for Selected Projects



Lead Partner

Euroregion Pyrenees

Mediterranean

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.



Fundació balear
d'innovació i
tecnologia



Agence de Développement Economique



NEWTIMES



Table of contents

1/ The i3 Program and ERDF Funding	p.3	2/ The CESAM Project	p.4
3/ What is Cascade Funding?	p.4	4/ Selected Project Agenda	p.5
5/ Good practices as an EU funds beneficiary	p.6	6/ How to communicate about my CESAM Project?	p.7
7/ Support for the Selected Projects	p.9	8/ Q&A	p.10
9/ More information	p.10		



1/ The i3 Program and ERDF Funding

i3 Programme

The Interregional Innovation Investments (i3) programme is a flagship initiative of the European Union aimed at strengthening innovation throughout its regions by fostering collaboration and smart specialisation. Its primary goal is to help regions pool their strengths and address shared challenges, ultimately turning innovative ideas into market-ready products and services. The programme is especially focused on supporting small and medium-sized enterprises (SMEs), which are recognized as vital drivers of innovation and economic growth across Europe.

At the core of the i3 programme is the concept of smart specialisation, where each region identifies its unique expertise and collaborates with others to tackle common problems in key areas such as digital transformation, green transition, and advanced manufacturing. The programme encourages partnerships among businesses, research institutions, public authorities, and civil society from at least three different regions or member states. This approach ensures a rich exchange of ideas and resources, making it easier to develop robust, scalable innovations.

The i3 programme is structured into several strands, each targeting different stages of innovation and types of regions. The main strand supports projects that are close to market, meaning innovations have already been tested and are ready for commercialisation. Another strand helps less developed regions build stronger value chains and integrate into the wider European innovation landscape, while a third focuses on building the overall capacity of regional innovation ecosystems.

Funding is a central feature of the i3 programme. It offers significant financial support, covering up to 70% of eligible costs for most projects and up to 100% for certain activities, such as grants for SMEs. The programme is managed by a dedicated EU agency, which oversees project selection, monitoring, and evaluation to ensure alignment with broader innovation and regional development goals. By promoting collaboration and smart specialisation, the i3 programme helps create a more innovative, competitive, and cohesive Europe.

The ERDF Funding

The European Regional Development Fund (ERDF) is the main funding instrument for the i3 program. It supports regional development by reducing economic, social, and territorial disparities. ERDF investments help regions to innovate, improve competitiveness, and transition to a greener, more digital economy. The CESAM project is co-funded by ERDF through the i3 instrument, providing crucial financial support for SMEs to scale up their innovative solutions in the agrifood sector

2/ The CESAM Project

The CESAM project (Circular Economy and Sustainable solutions for Agrifood in the Mediterranean) brings together nine partners from Occitanie (France), Catalonia, and the Balearic Islands (Spain) to promote circular economy and sustainability in the agrifood sector. The project aims to address shared challenges such as water scarcity, packaging waste, process optimisation, and valorisation of co-products.



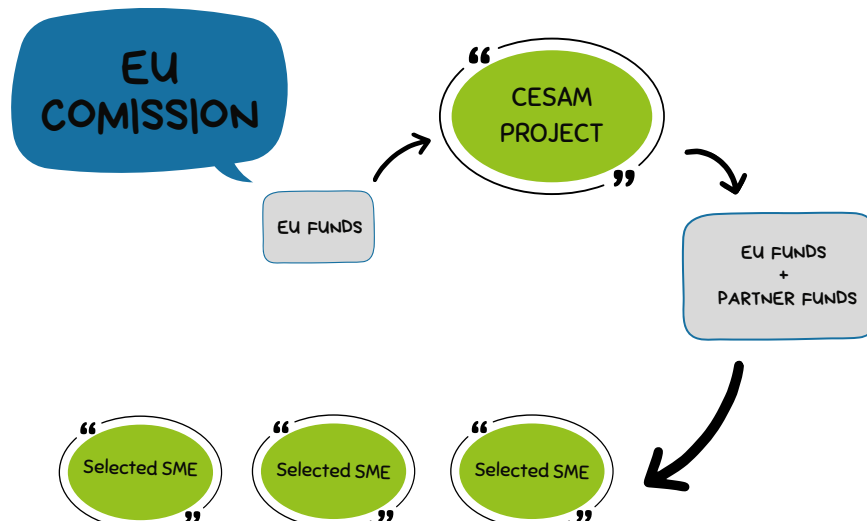
3/ What is Cascade Funding?

Cascade funding is a mechanism used by the EU to distribute resources efficiently. In the context of CESAM, it means that the main project receives funding from the EU (via the i3 program and FEDER), and then distributes this funding through open calls to SMEs with innovative solutions.

How it works in CESAM

- **Total budget:** €900,000 (70% funded by the EU)
- **Funding rate:** 100% of eligible costs for selected projects
- **Eligibility:** SMEs from Occitanie, Catalonia, and Balearic Islands
- **Project types:** Open Innovation projects (individual, regional, or interregional) and Identified Challenges

Cascade funding allows SMEs to access EU resources directly, supporting the scaling up and market deployment of their innovations



4/ Selected Project Agenda



5/ Good practices as an EU funds beneficiary

As a CESAM project beneficiary of EU funds, good practices involve strict adherence to eligibility and reporting requirements, transparent project management, and proactive communication. Beneficiaries must ensure their SME status, operate within the eligible regions, and be ready to provide additional documentation if requested. All projects must align with CESAM's priorities and EU standards, especially regarding environmental protection.

To Do List

- Keep appropriate and sufficient evidence to support the declared costs during the implementation of the action and afterwards (at least 5 years after the end of the project).
- Obtain at least three different quotes when subcontracting and choose the most suitable one based on quality and price, to demonstrate fair competition.
- Submit to the CESAM Lead Partner the intermediary report and the final report on the dates agreed in the Grant Agreement.
- Carry out quality and progress checks on the proper implementation of the project tasks and compliance with the obligations under the Grant Agreement.
- Acknowledge the origin of the funds in any public action of your project and ensure the visibility of EU funding logo.



Tips for success

- Engage in events and matchmaking activities throughout EU.
- Get in touch with your CESAM contact if you need help.
- Use the documentation and templates provided by the CESAM project correctly.
- Explore EU platforms to learn about practical examples, case studies and resources.

You can find all CESAM templates at the [CESAM website](#)

6/ How to communicate about my CESAM Project?

To communicate effectively about an EU project, identify your target audience and tailor your messages accordingly. Use clear, simple language and avoid technical jargon. Share updates regularly through diverse channels like social media, newsletters, and events. Encourage feedback and interaction to build engagement. Always acknowledge EU support by displaying the official logo and required disclaimers.

Logos and Visual Identity

- **Mandatory use:** The official CESAM logo and the EU logo must be displayed on all project-related communications (websites, reports, press releases, etc.). The EU Flag should always be bigger in size than the other logos (project or other entities).
- **Additional use:** The I3 and CESAM partner logos can be included if necessary.



Circular Economy and Sustainable solutions
for Agrifood in the Mediterranean



**Co-funded by
the European Union**



You can find all CESAM related logos at the [CESAM website](#).

Typography and Branding

- **Fonts:** HK Grotesk is the primary font used for titles and headings next to the logo, while Aldo or Arial serve as fallback system fonts, and Calibri is used for other project purposes and deliverables.
- **Color palette:** Green (HEX #95c11f / rgba 149,193,31,255) and Blue (HEX #1770a1 / rgba 49,128,171,255)

HK Grotesk Light AaBbCcDdEeFfGgHhIi

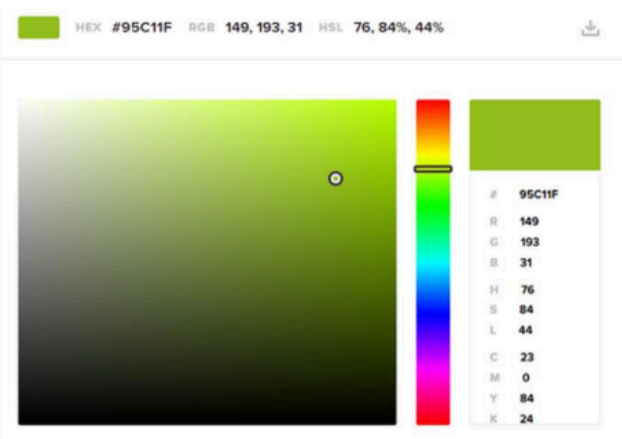
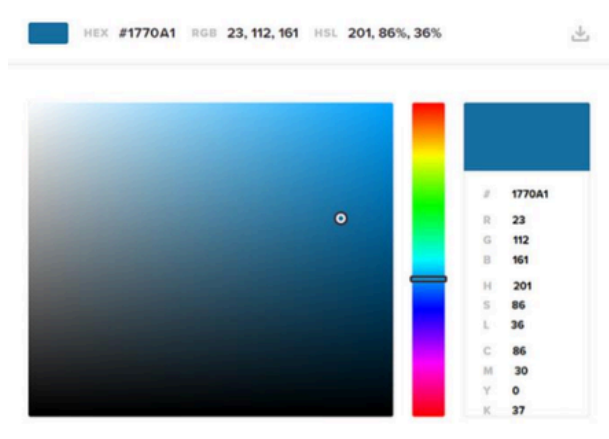
HK Grotesk Light | 610 Glyphs

Arial Light

Aldo SemiBold

The quick brown fox jumps over the lazy dog

Calibri (MS) Light



Communication Channels

- **Website:** Maintain an up-to-date project page on your company website.
- **Social media:** Share project milestones and results tagging [@CESAM](#) [@EISMEA](#) [@Eurorégion Pyrénées Méditerranée - Euroregió Pirineus Mediterrània](#) and your contact person's entity.
- **Press releases:** Issue press releases for major project achievements.

Mentions and Acknowledgments

- **Mandatory use:** Disclaimer "This project is co-funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them."
- **Additional use:** Project name "CESAM" or "CESAM – Circular Economy and Sustainable solutions for Agrifood in the Mediterranean" can be included if necessary.

7/ Support for the Selected Projects

Each project has their own contact person whom they can get support for:

- project follow up and progress evaluation
- project procedures and guidelines

Agri Sud-Ouest Innovation (Occitania Contact)

Eva Mametz, European Project Manager eva.mametz@agrisudouest.com

Followed projects: CIRCA, OpenCeres@TVI, ReyCorks by Verréo, Ferti-ByPro BIO

ACCIÓ (Catalonia Contact)

Julia Miragall, Circular Economy Consultant jmiragall@gencat.cat

Followed projects: FoodSensing4CE, DRIVE, AGORA, NITRO-TIC

Fundació Bit (Balearic Islands Contact)

Marina Calvo, Innovation Project Officer mcalvo@fundaciobit.org

Followed projects: SSOIL, EcoAljibe, AWARE

Each Identified Challenge is listed along with the partner SME responsible for it and the contact person for the region where the challenge is located.

For any other queries or issues, you can reach to the Euroregion Pyrenees Mediterranean:
courrier@euroregio-epm.eu



9/ Q&A

Onboarding

- **We are several SME partners in the project. Who is in charge of leading the project and the communications?** The SME partner stated as “SME Partner 1” in the Grant Agreement.
- **When can I start to work on my project?** As soon as you sign the Grant Agreement and receive your first instalment (also depends on your project start date).
- **When will I get to know the CESAM main contact for my project?** 1 to 1 meetings will be organised after your Grant Agreement signature. The CESAM team will contact you.
- **How does the follow-up and progress evaluation work?** Your CESAM main contact will ask you to give an update on your project tasks’ progress and can ask you to organise on-site visits. The intermediary progress report will be a major threshold to evaluate the health of your project.
- **What does “on-site visit” mean?** It means that the CESAM team visits the SME site where the project is being carried to ensure the correct use of EU funds.
- **What CESAM templates should I use for my project and where can I find them?** The two most important templates will be sent to you by email (intermediary progress report + final progress report). The other templates such as PPT presentation can be found in the “Ressources : Communication” Section on the CESAM official website.
- **Will I be contacted for other actions regarding CESAM?** The CESAM team may reach out to selected SMEs for event invitations, involvement in internal meetings, participation in internal or external interviews, or to share any other pertinent information concerning the CESAM project.

9/ More information

CESAM Links

- [CESAM website](#): Visit the official CESAM project website for news, events and resources.
- [CESAM LinkedIn](#): Follow us on our official LinkedIn account
- [CESAM Twitter](#): Follow us on our official Twitter account

EU Projects Information

- [I3 Programme Website](#)
- [Cascade Funding](#)
- [ERDF Regulation](#)
- [EU Financial Regulation](#)