

# PIA 3 : Programme des Investissements d'Avenir a french national program to foster Innovation

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NER300 NCP / DGEC @ the Ministry for a Ecological and Solidary Transition (MTES)



LE GRAND PLAN  
D'INVESTISSEMENT



MINISTÈRE  
DE LA TRANSITION  
ÉCOLOGIQUE  
ET SOLIDAIRE

presented by



# Introduction

## PIA = Programme d'Investissements d'Avenir or Investments for Future

- established in 2009, and covers the period 2010-2020
- aims to prepare France for the challenges of tomorrow (competitiveness, environment, energy, health, etc.)
- leveraged its growth potential by investing in higher education and training, research, industry and SMEs, sustainable development and digitization
- intended to support projects fostering innovation and job creation in sectors with strong potential for the French economy



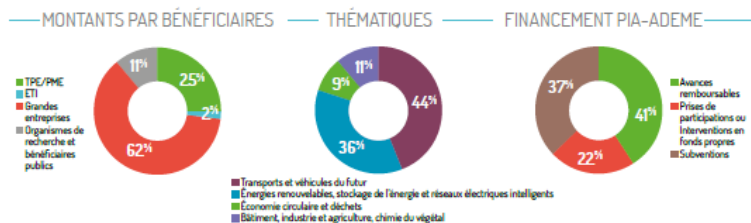
# PIA Key Operational Aspects

- The **programme owner** is the **SGPI** from the Prime Minister Office
- The programme related to **ecological and energy transition (EET)** is managed by **ADEME** : the french agency for Environment and Energy Management
- ADEME offers project owners a support, in particular via State aid which is subject to European competition regulations
- This is organized through calls for projects and includes:
  - state aid with systematic **profit-sharing**, known as "repayable advances"
  - grants, which are primarily reserved for research bodies
- Projects are generally selected through calls for projects (Appels à projets - AAP) ;
- In addition, the PIA also enables specific operators such as ADEME or BPI France to invest equity when relevant, for instance for first-of-a-kind innovative industrial solutions.

Between 2010 and 2017,  
PIA 1 et 2, managed by ADEME  
enabled :

- Increased investment for SME (25%) and bridging investment gap for bigger enterprise
- A 1,9 average leverage effect
- Supporting 4 topics :
  - Future Transportation & Vehicles ,
  - Renewable energy, storage and smart grids
  - Waste and Circular Economy
  - Building, industries & agriculture, bio-chemistry

## LES CHIFFRES CLÉS BILAN 2010 - 2017 PIA 1 ET 2



- 85 calls for projects, **1387 beneficiaries** among which 662 SMEs, **745 projects**
- **2.5 billions €** (582 millions channeled to SMEs), **7,2 M€ per project** on average
- **Financial instrument breakdown** : 41 % refundable grants, 37 % grants, 22 % equity

# 3 ACTIONS for an in-depth (structural) ecological and energy transition



## Executive agency: ADEME

### Innovation Contest

(CI)

- **Fostering innovative projects** promoted by start-up and SMEs

### Accelerate the development of performant and innovative ecosystems (TRANSPORTATION & MOBILITY)

- **Emphasized for collaborative projects** encompassing private partner and research institute
- **Exclusively on 2 topics:**
  - Transportation
  - Mobility

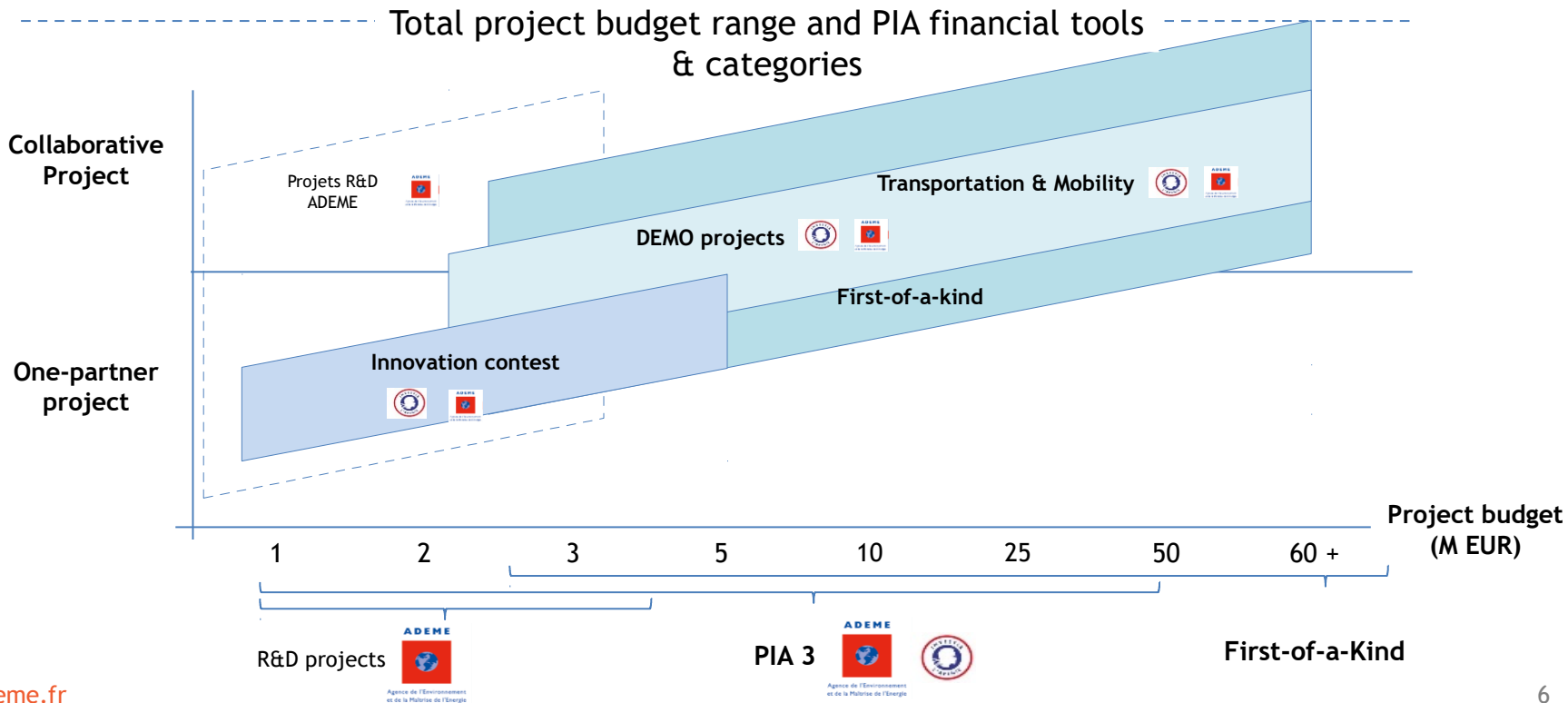
### DEMOstration, innovation at regional scale (DEMO PROJECTS)

- **Developping DEMO projects** for energy transition
- **Commercial First-of-a-kind** and/or innovative infrastructure financing through equity

Type of financial instrument



# PIA3: Supporting a wider range of project





- DEMO projects and innovation at regional scale
  - Démonstrateurs et territoires d'innovation de grande ambition
- Innovation contest
  - Concours Innovation



# Innovation contest to reach commercial stage

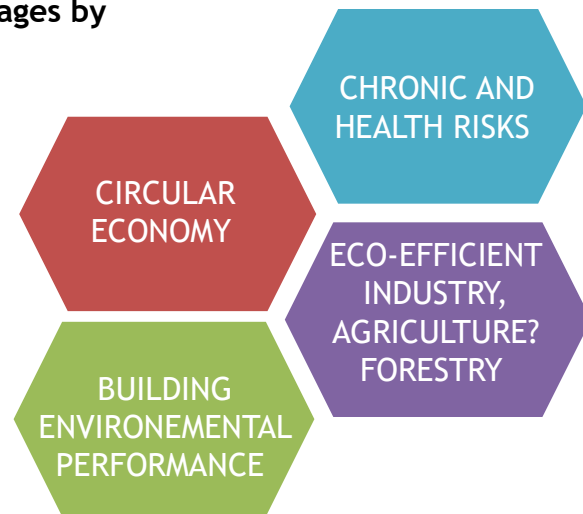
## Innovation contest - 2<sup>nd</sup> round

### Objectives

- Accelerating development and innovative technology solution to market
- 1<sup>st</sup> round : [46 projects selected](#) / 176 proposals

### 2<sup>nd</sup> round topics

4 topics managed by l'ADEME





## Innovation Contest - 2<sup>nd</sup> round

Project	<b>Partnership requested</b>	<ul style="list-style-type: none"> <li>• Single SME as applicant</li> </ul>
	<b>Sizes</b>	<ul style="list-style-type: none"> <li>• from 600 k€ to 5 M€ (smaller &lt; 800 k EUR ≤ bigger)</li> </ul>
	<b>Duration</b>	<ul style="list-style-type: none"> <li>• 12 to 36 months</li> </ul>
Financing	<b>Maximum rate</b>	<ul style="list-style-type: none"> <li>• 45 % of the eligible costs for a small enterprise</li> <li>• 35 % of the eligible costs for a medium-size enterprise</li> </ul>
	<b>Eligible costs</b>	<ul style="list-style-type: none"> <li>• Salary for applicant personnel</li> <li>• Subcontracting (30% max.unless specific)</li> <li>• Amortisations and depreciations</li> <li>• Travelling and accomodation costs</li> <li>• Others : purchasing, consummables</li> <li>• Overhead costs (restriction applies)</li> </ul>
	<b>Type of financing</b>	<ul style="list-style-type: none"> <li>• 2/3 grants</li> <li>• 1/3 refundable grants (RG)</li> </ul>
	<b>Payment</b>	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> payment : 70% - limited to 200 k€</li> <li>• 1 ou 2 interim payments (bigger projects)</li> <li>• final 20 % minimum</li> </ul>
Payment and reimbursement	<b>Reimbursement</b>	<ul style="list-style-type: none"> <li>• For all project size : 100 % of RG from the first EURO generated as a turnover</li> <li>• For bigger projects : royalties at 50% of RG in “commercial success” is achieved</li> </ul>



# Selection criteria

## Innovation contest - 2<sup>nd</sup> round

- **Innovative and added value**

- Matching contest objective
- Maturity
- Disruption degree

- **Applicant capabilities**

- Both operational and financial
- Team capacity

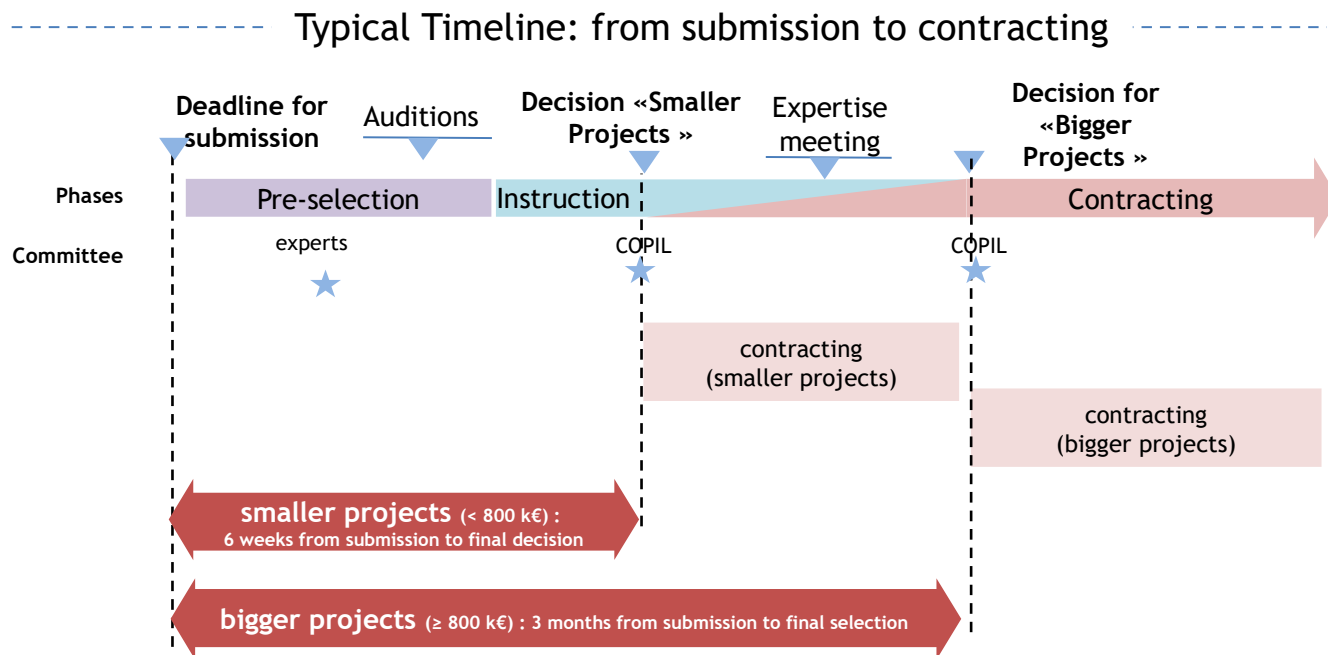
- **“Eco-conditionnalité”**

- **Economic impact of the project**

- Quality and strength of the economic model
- Potential market
- Is the solution replicable

Optional : label from a competitiveness cluster

## Innovation Contest - 2<sup>nd</sup> round



# Action « Démonstrateurs » aiming at promoting innovative solutions in France as well as for the export market

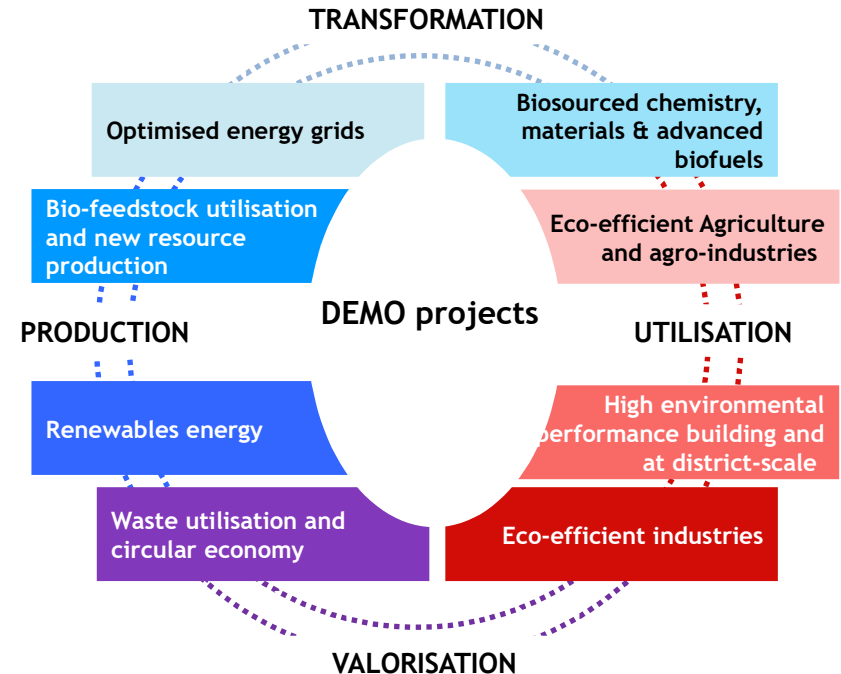


## Large-scale DEMO projects and innovation at regional scale with great ambition

### Objectives

- In the continuation of previous programme PIA2, emphasizing 2 priorities :
  - Serve as RDI finance tool to ensure financial continuum for downstream projects for project initiated within the SME community at the earlier stage, PIA2 → PIA3
  - A more integrated approach for DEMO project within the energy system
- 8 topics covering additive functionalities :
  - Each category relies on the same rule for application
  - Each as a dedicated call

### Topics



# Type of projects and financing instruments



## Action DEMO projects

Project	Partnership requested	Single-applicant or collaborative project
	Sizes	> 2 M EUR
	Duration	N/A
Financing	Maximum rate	<ul style="list-style-type: none"> <li>• From 45 % to 70 % of eligible costs for SE</li> <li>• From 35 % to 60 % of eligible costs for ME</li> <li>• From 25 % to 50 % of eligible costs for Large Enterprise</li> </ul>
	Eligible costs	<ul style="list-style-type: none"> <li>• Salary for applicant personnel</li> <li>• Subcontracting (30% max.unless specific)</li> <li>• Amortisations and depreciations</li> <li>• Travelling and accomodation costs</li> <li>• Others : purchasing, consommables</li> <li>• Overhead costs (capped)</li> </ul>
	Type of financing	¼ GRANTS - ¾ REFUNDABLE grants (RG)
Payment and reimbursement	Payment	DOWNPAYMENT / Interim payments at each key-steps / final payment min. 20 %
	Reimbursement	<ul style="list-style-type: none"> <li>• No commercial deployment: reimbursement according to progress</li> <li>• Commercial deployment: reimbursement of 50 % of RG (+100 pts) project progress or first EURO turnover</li> <li>• reimbursement of 50 % of RG (+500 pts) if surpassing the commercial success target</li> </ul>



Thank you

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