

**Interreg  
Sudoe**



Co-funded by  
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**SCAIRA**

# SCAIRA: All you Need to Know

Creation and Acceleration of Start-ups in Rural  
Areas to Promote Sustainable Manufacturing



[interreg-sudoe.eu](http://interreg-sudoe.eu)

# Contents

1. What's SCAIRA?
2. The Interreg SUDOE Programme
3. SCAIRA partners.
4. What does SCAIRA pursue?
5. Who can apply?
6. How to apply?
7. Main events of the initiative.



# What's SCAIRA?





# SCAIRA: For your information

**Creation and Acceleration of Start-ups in Rural Areas to Promote Sustainable Manufacturing**

30

Experienced  
entities supporting  
the project



3

Countries involved:  
France, Portugal, and  
Spain

3

Duration: 01/01/2024 -  
01/01/2027



## Specific Objectives

**S.O. 1** Contribute to the definition of regional and industrial strategies and generate economic growth in rural areas.

**S.O. 2** Create a unique programme to develop the skills of entrepreneurs and start-ups in rural areas to support green production.

**S.O. 3** Help entrepreneurs and start-ups in rural areas in their creation and acceleration.





# Impacts of SCAIRA



## Environmental

New solutions/products/services offered to reach sustainable manufacturing in the following domains:

- Bio-based materials.
- Circular economy.
- Energy saving.
- Decarbonization.
- Green Digitalization.



# Impacts of SCAIRA



## Economic

- Start-ups creation and acceleration in rural areas.
- Job creation and talent concentration in a cutting-edge sector.
- Strong go-to-market position of the start-ups created.
- Multi-stakeholder approach covering all the steps of the acceleration process.
- Public and private investments opportunities.
- Scale-up services and transnational synergies.





# Impacts of SCAIRA



## Societal

- Raise awareness about the importance of EU programmes.
- Increase the attractiveness of rural areas and dynamize isolated areas at all levels.
- Fight depopulation.
- Foster a green entrepreneurial mentality and culture.
- Strengthen the entrepreneurial rural ecosystem.
- Lay the groundwork for future initiatives.



# The Interreg SUDOE 21-27 Programme

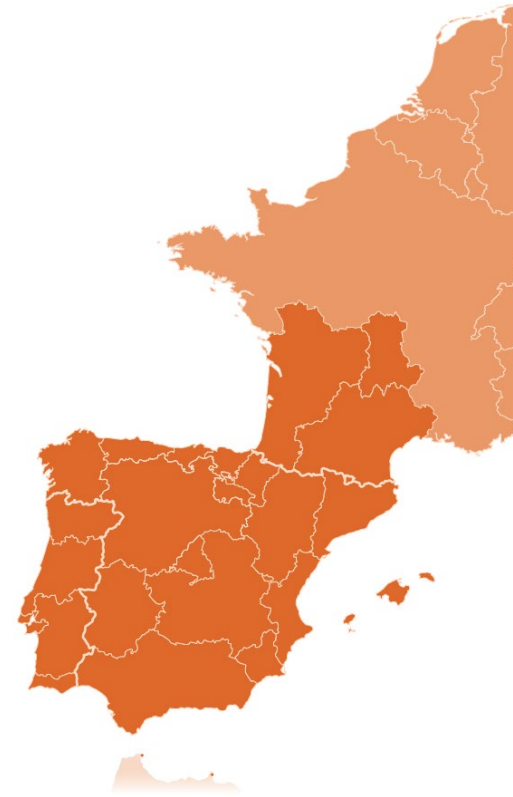


## In a nutshell:

ERDF programme to address the common challenges faced by the SUDOE regions—climate change, social cohesion, and territorial balance—through cooperation projects between entities in the Member States that make up this area.

26 regions and 68,2 million inhabitants.

2021-2027 period budget: 115.3 million euros.





## In a nutshell:

**Priority 2:** “Promoting social cohesion and territorial and demographic balance in the SUDOE through innovation and transformation of productive sectors.”

**S.O. 1.4** “Developing skills for smart specialization, industrial transition and entrepreneurship.”





# Partners





AIRBUS



Associated Partner

# What does the project pursue?







## ◀ Unlocking you

The SCAIRA project partners envision  
journey and destination the same way.





## ▼ Ready to scale up?

The acceleration programme is designed to provide you with the tools, mentorship, and connections you need to fast-track your growth and take your business to the next level.







- **3 Open calls** to select the best innovative businesses in the manufacturing industries for green transition.
- **6-months transnational programme of mentoring and business acceleration services** (in-kind services of a value up to 20.000€) promoted by business support organisations, clusters, universities and corporations from **France, Portugal, and Spain**.
- **Tailored-made training pathway** composed of at least 5 services upon a portfolio of 14 topics divided in 3 blocks: **legal and administrative, technical consulting, and access to market services**.



- Individualized **mentoring** assistance to ensure alignment with your needs.



# Who can apply?





Start-ups or entrepreneurs (self-employed and would-be entrepreneurs).



Applicants based and registered (if applicable) in the Interreg SUDOE area.



Products and/or services with potential to be applied to the automotive/aerospace sectors.

# How to apply?





# Welcome to our Grant Platform!

<https://scaira.grantplatform.com/>

The screenshot shows the SCAIRA Project website interface. At the top, there is a dark blue header with the SCAIRA logo, Interreg Sudoe logo, the European Union flag, and the text 'Co-funded by the European Union'. Below the header, on the left, is a 'Log in or register' section with an email input field and a 'Continue' button. Below this is a 'Share' section with social media icons for Facebook, X, Pinterest, LinkedIn, and YouTube. In the center, there is a green box titled 'SCAIRA Project' with the text 'Start here' and a three-step process: 1. Register an account, 2. Start your application (save it in-progress), 3. Submit your application to be reviewed. Below this is the text 'Best of luck!' and 'For any questions, please contact [email](#)'. To the right of the green box, there is a white box titled 'SCAIRA - First Open Call' with a 'Description' section, a 'Download sample application PDF' link, and an 'Apply' button. Below this is a 'Category partner' section with a green plant icon. At the bottom right of the page, the URL 'interreg-sudoe.eu' is visible. On the right side of the slide, there are two blue icons of a person at a laptop with code symbols (</>).



## Step by step

- Wait until 15 October 2024!
- Enter your email address to register.
- Fill in the personal data section.
- Answer a few questions about your business/project.
- Choose a challenge(s) and briefly explain your solution(s) (up to 3).
- Answer a self-assessment survey which result will guide you to choose the most adequate services.
- Indicate your services' preferences: choosing 5.
- Sign and upload the declaration of honour.

**And you're done!**



# Main events of the initiative





# Save the dates!

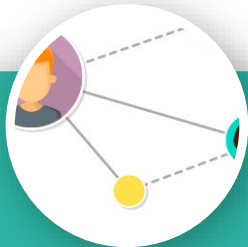
## 3 Open calls



First Call open on the  
**15<sup>th</sup> of October 2024.**

Deadline: **14<sup>th</sup> of  
December 2024.**

## Networking



B2B, B2F... You name it.  
Over the lifetime of the  
project, several  
networking events will  
be launched.

## Infowebinars



Questions and  
suggestions? Several  
infowebinars in all  
languages ahead!





## Follow us!



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