



LOW CARBON BUSINESS ACTION



This project is funded by  
the European Union

## LOW CARBON AND CIRCULAR ECONOMY BUSINESS ACTION IN THE AMERICAS

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### FREQUENTLY ASKED QUESTIONS

#### What is the Low Carbon and Circular Economy Business Action?

The Low Carbon and Circular Economy Business Action is an EU funded initiative that aims to facilitate the commercialisation of green low-carbon technologies of European small and medium-sized enterprises and companies in Argentina, Brazil, Canada, Chile, Colombia and Mexico, in sectors of high sustainable impact.

#### What are the objectives of the Action?

The Action aims to tackle climate change by promoting the decoupling of economic growth and CO<sub>2</sub> emissions in the Americas.

Specifically, it aims to establish long-term business partnerships for SMEs and clusters in the areas of low carbon and circular economy between the EU and selected partner countries in the Americas (Argentina, Brazil, Canada, Chile, Colombia and Mexico).

## How were the partner countries selected?

The partner countries in the current Action have EU funded projects and existing country partnership mechanisms where synergies could be built to support commitments made toward sustainable economic development, environmental sustainability and climate change.

The Action ensures coherence with the EU's international cooperation and development policy by building on work already being carried out. It shall also complement activities to implement the Paris Agreement in these major economies as well as the EU Circular Economy Missions.

## Which sectors are covered?

The sectors in focus for the Action are strategic to the facilitation of greener value chains – these are industries that will be able to deliver climate and biodiversity benefits through the increase uptake of low carbon and circular economy technologies.

The selection of target sectors takes into account the market potential and existing business opportunities, readiness and the transitional needs identified in each partner country.

Sector	Argentina	Brazil	Canada	Chile	Colombia	Mexico
Green agriculture and forestry, agro-food and aquaculture	✓	✓	✓	✓	✓	✓
Biofuels	✓	✓		✓	✓	
Clean and renewable energies <small>For Canada, this refers to the electricity and oil and gas industries</small>	✓	✓	✓	✓	✓	✓
Energy efficiency	✓	✓		✓	✓	
Green buildings, real estate and infrastructure			✓			✓
Heavy industry			✓			
Low carbon services						✓
ICT for sustainability						✓
Industrial processes	✓	✓		✓	✓	
Mobility and transportation			✓			✓
Waste management and plastic pollution	✓	✓	✓	✓	✓	✓
Waste to energy						✓
Water treatment						✓

## How long will it run?

The duration of the current Action is from January 2021 until September 2023.

## Who can participate?

### **The Action is open to:**

- Small and medium-sized enterprises (SMEs) and mid-cap companies from the 27 EU Member States
- Companies from Argentina, Brazil, Canada, Chile, Colombia and Mexico
- Key enabling stakeholders in the EU and partner countries, such as –
  - o Clusters
  - o Environmental, industry and trade organisations
  - o Chambers of commerce
  - o Government institutions or public agencies
  - o Financial institutions
  - o EU funded initiatives and projects

## Are there any criteria for eligibility? If so, what are they?

The Action has general and specific criteria for participation to ensure the relevance and impact of its activities.

### **General eligibility criteria**

#### EU companies must be

- Majority owned by EU nationals (>51%)
- With a valid EU VAT number in an EU member state
- Headquartered in one of the 27 EU Member States
- Operating in a sector of focus for the low carbon and circular economy

#### Companies from partners countries must be

- A buyer, adopter or business partner looking for sustainable and innovative technologies and solutions
- An integrator, developer or facilitator seeking partners to implement a project
- With a valid VAT number in the partner country

### **Specific eligibility criteria for each project may be found in the following links:**

For Argentina, Brazil, Chile and Colombia:

<https://latam.lowcarbonbusinessaction.com/#participate>

For Mexico:



<https://low-carbon-business-action-mexico.converve.io/#eligibility>

For Canada:

<https://lcbacanada.com/faqs/>

## What support does the Low Carbon Business Action provide to its beneficiaries?

The Action provides its beneficiaries with strategic and operational services to support the finalisation of commercial transactions and financially viable business partnerships. These are:

 Strategic	 Operational
<b>Market intelligence</b>	<ul style="list-style-type: none"><li>• A database of pre-screened concrete business opportunities</li><li>• Webinars and virtual events to support your internationalisation needs and preparation for the market</li></ul>
<b>Development of your commercial presence in the partner country</b>	<ul style="list-style-type: none"><li>• Continuous networking and support on business partner identification</li><li>• Business-to-business matchmaking events and activities</li></ul>
<b>Support to finalising commercial transactions</b>	<ul style="list-style-type: none"><li>• Support on the development of joint business concepts</li><li>• Technical assistance for commercialisation, including finalisation of commercial agreements</li></ul>

## Are there any participation costs?

There are no entry or participation fees. However, participants are expected to cover their own travel, accommodation and subsistence costs when attending any physical events or missions organised within the scope of the Action.

## Is there any financing available for beneficiaries?

No, there is no direct financing covered in the Action. EU companies that have been selected to participate are expected to demonstrate their commitment to the market by contributing to their own participation. Nonetheless, supporters and stakeholders of the Action may in some cases, provide sponsorship in kind.

## How will I know which markets are suitable for my business?

Specific business opportunities within the Action's focus sectors have been identified for each partner country. To view and access these opportunities, companies may apply to register to the respective platform, or they may contact the operators directly.

- For **Argentina, Brazil, Chile and Colombia**, apply to register to the platform at this [link](#).  
Contact LCBA Latam [here](#).
- For **Canada**, apply to register at this [link](#).  
Contact LCBA Canada [here](#).
- For **Mexico**, apply to register to the platform at this [link](#).  
Contact LCBA Mexico [here](#).

## Is my data protected? Where can I find the general data protection policy?

The Action strictly adheres with the EU General Data Protection Regulation and takes data protection very seriously. A data protection notice may be found in each project website. Please send an email query to [info@lowcarbonbusinessaction.eu](mailto:info@lowcarbonbusinessaction.eu) to get a full version of the text.

## What happens to the data I provide for the project?

For the purpose of assessing the viability of projects for technical assistance under the Low Carbon Business Action for the Americas Project (LCBA), the European Commission and its main contractors must process company and project data, some of which may be of a privileged and confidential nature. It is understood that:

- The data received will be stored in (Brussels / Luxembourg / Spain / Portugal);
- The data will not be transmitted, disseminated or communicated to any third parties without the express written consent of the data owner;
- The data will be anonymised and aggregated for analysis and reporting purposes, to provide a record and means for the European Commission to evaluate the outcome and impact of its activities;
- All attributable and identifiable data will be deleted (3 months) after the closing date of the project: 21-09-2023;
- The European Commission does not possess ownership of Intellectual Property Rights resulting from new technologies or services coming from the business collaborations. The EC will not require a copy of the Contract between the EU and MX company, which will remain a private contract;
- The transfer of information on technological solutions by companies participating to the LCBA does not imply any transfer of property rights either to the Contractors nor to the European Commission.

## How does the programme manage intellectual property rights and business confidentiality?

As per the European Union internal rules and Code of Conduct, Commission Staff is specifically required to respect the confidentiality that intrinsically applies to business information provided by applicants at particular stages of a programme or project. Staff members must constantly ensure that such information does not fall into unauthorised hands, if necessary by storing them in secure locations.

## Who can I contact to ask for more information?

Please send your queries by email to: [info@lowcarbonbusinessaction.eu](mailto:info@lowcarbonbusinessaction.eu) . **You may also find out more through the specific project websites:** [Argentina](#), [Brazil](#), [Chile and Colombia](#) - [Canada](#) - [Mexico](#)

The Action is featured as a showcase of the EU Service for Foreign Policy Instruments – a good introduction with relevant links may be found [here](#).

## Are there any information contacts in the EU Member States?

There are no direct information contacts in the EU Member States. You are welcome to send your query to [info@lowcarbonbusinessaction.eu](mailto:info@lowcarbonbusinessaction.eu). We will direct this to the appropriate authority.



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# LOW CARBON AND CIRCULAR ECONOMY BUSINESS ACTION IN THE AMERICAS MEXICO

## FREQUENTLY ASKED QUESTIONS

### A. GENERAL

#### How will the Low Carbon & Circular Economy Business Action to Mexico support European and Mexican companies?

The Action will provide companies with strategic and operational services to foster long-term business collaborations and to support the finalisation of commercial transactions. These services include:

##### Market intelligence

Participants have access to

- pre-screened concrete business opportunities
- sectoral and entry-to-market information
- assessment tools on their market readiness and product-to-market fit

##### Virtual events and trade missions

Participants may join virtual business and community events, receive market preparation training, be selected for exclusive e-pitch sessions with key corporates or to attend a business mission.

##### Tailored technical assistance

Participants with developed joint business concepts may apply for specialised technical assistance to support the collaboration.

##### B2B matchmaking and lead generation

Participants are matched to potential business partners through our AI-driven business growth platform. Our business matching team facilitates introductions and assists in scheduling business meetings throughout the duration of the project.

##### Business support networking

Participants have opportunities to meet with international, EU and Mexican stakeholders who can refer business, provide in-country information and support their business objectives.

## Who can participate?



### European SMEs, Mid-Caps and Mature Start-Ups

- Majority owned by EU nationals (>51%)
- With a valid EU VAT number in an EU member state
- Headquartered in one of the 27 EU Member States
- Operating in one of the target sectors for Mexico
- With a scalable business model, track record reflecting a sound return on investment, and a clear strategy for the Mexican market



### Companies from Mexico must be

- A buyer, adopter or business partner looking for sustainable and innovative technologies and solutions
- An integrator, developer or facilitator seeking partners to implement a project
- With a valid VAT number

**Stakeholders, trade support organisations and business networks from the private and public sector in Europe and Mexico**

## Why should I participate?

If you are a European company, you will have targeted business opportunities and a guided approach to the Mexican market. Support on finding the right business partners and securing commercialisation will help you grow your business in a faster, smarter way.

If you are a Mexican business partner, you will have access to cutting edge technologies and world-class green innovation from Europe. Tailored matchmaking and support on commercial partnerships will help increase the competitiveness of your offer and gain international visibility.

## How can I participate?

Do you meet the eligibility criteria? Apply to join the platform [here](#).

## How will I know if this is the right move for my business?

If you meet the eligibility criteria, join the platform to view the business opportunities and discover the Mexican market or contact our team [here](#) for support on assessing your product-to-market fit.

## How will I know if this is the right move for my business?

Two physical business missions to Mexico are planned for February and October 2022. Please note that the actual dates and implementation will be dependent on COVID-19 related travel and quarantine restrictions.

## B. LCBA PLATFORM

### Why do I need to register on the platform?

The integrated platform enables us to conduct the activities in a safe and secure environment. We use it to verify new profiles, match your business to relevant partners, organise virtual business meetings and events, and monitor and validate activities.

The platform will enable you to check interesting profiles, generate new leads, request, schedule and conduct virtual business meetings, attend trainings and events, collaborate on and submit joint business concepts, and apply for technical assistance.

### What is the difference between my company profile and my networking profile?

Yes. You can allocate many people to one company. In fact, employees of the same company should ideally be allocated to the one unique company profile.

To add an employee, the company's main contact person (the one who created and holds the company profile) should click on "Add delegate".

### Can more than one person from my company register to the platform?

Yes. You can allocate many people to one company. In fact, employees of the same company should ideally be allocated to the one unique company profile.

To add an employee, the company's main contact person (the one who created and holds the company profile) should click on "Add delegate".

### How do I use this platform? What are its key features?

If you are already signed up on the platform, log in with your username and password. Use the Dashboard to quickly access the different features of the platform.

#### **Key features:**

- Start networking
- Events

### How often should I expect to use the platform?

You will receive email notifications from the platform – these are usually related to meeting requests and in-platform messages. We recommend that you log in at least twice a week to check relevant new profiles. Events shall also be organised monthly.

### What kind of online events will be held through the platform?

We will be organising EU e-pitch sessions, corporate days, market preparation training, EU recruitment events and community webinars. Our events' calendar is available [here](#), and you may already register to one or more sessions relevant to your business.

## How will I know if a company is a good match for my business?

The best way to assess fit is to schedule a discovery call. You may message the company directly or ask our team to facilitate an introduction or schedule a call.

The platform also suggests matches using its matchmaking algorithm. To check who are the potential business partners recommended to you go to “Start networking” in the side menu of your dashboard and click “Show only my match”.

## What do I do if I encounter any problems? Who can I contact if I have any questions?

Our Helpdesk is open from 09:00-18:00, Mondays to Fridays. Contact us [here](#) and leave your mobile number so we can call you back.

If you are already registered to the platform, you may find the name and contact of our LCBA Mexico team members in your main dashboard.

## C. JOINT BUSINESS CONCEPTS AND TECHNICAL ASSISTANCE

### I’ve found a company that I think would be a potential business partner. We’ve now had several online meetings through the platform. What happens next?

Now is the perfect time to work on your Joint Business Concept (JBC) and your application for Technical Assistance. The JBC template is available for download [here](#). Click [here](#) to apply for Technical Assistance. This is a short self-assessment questionnaire to which you must attach your JBC.

### What is Technical Assistance?

Technical Assistance for the LCBA Mexico are coaching packages provided by experts and tailored to the needs of your JBC. Each JBC will benefit from up to 23 days of one to one advisory and coaching to help you achieve your business objectives. 35 selected JCBs will benefit of this EU-funded service supporting the signature of deals and contract implementations.

### What types of Technical Assistance packages are available?

Each selected JBC shall receive up to twenty-three (23) days of Technical Assistance, across up to five (5) assistance package, that will be allocated based on a needs analysis of your potential partnership. Below our technical assistance packages:

- |  |  |
|--|--|
| ○ Commercial strategy & negotiation                                | ○ IP protection  |
| ○ Commercial due diligence   | ○ Legal advice   |
| ○ Doing business in Mexico (including regulatory & taxation)       | ○ Commercial quality assurance                                     |
| ○ Advice on operations & logistics                                 | ○ Impact assessment and definition of metrics for carbon reduction |
| ○ Trade & project finance  | ○ Identification of viable financing sources of financing          |
| ○ Product & technology feasibility analysis for the Mexican market |  |

Further details on what is comprised under each package is available [here](#).



## How can I apply for Technical Assistance?

Click [here](#) to apply for Technical Assistance. This is a short self-assessment questionnaire to which you must attach your JBC Letter.

Please answer this application form carefully, as this will be the basis of LCBA Mexico's assessment and selection of high-potential JBCs.

A helpdesk is available to support and coach companies at this stage. Write to [mexico@lowcarbonbusinessaction.eu](mailto:mexico@lowcarbonbusinessaction.eu) and schedule now your coaching call.

## Can I apply more than once?

Yes, you can apply more than once.

EU Companies may:

- fill in a different application form to each potential business partner you have in Mexico;
- fill in a second application form with the same Mexican partner in case your first was not selected. In this case, we recommend enhancing and improving the quality of the information provided and/ or partnership strategy based on your non-selection feedback.

## When will I be notified of the results of my application?

You will be notified of the results one month after the submission date of your application.