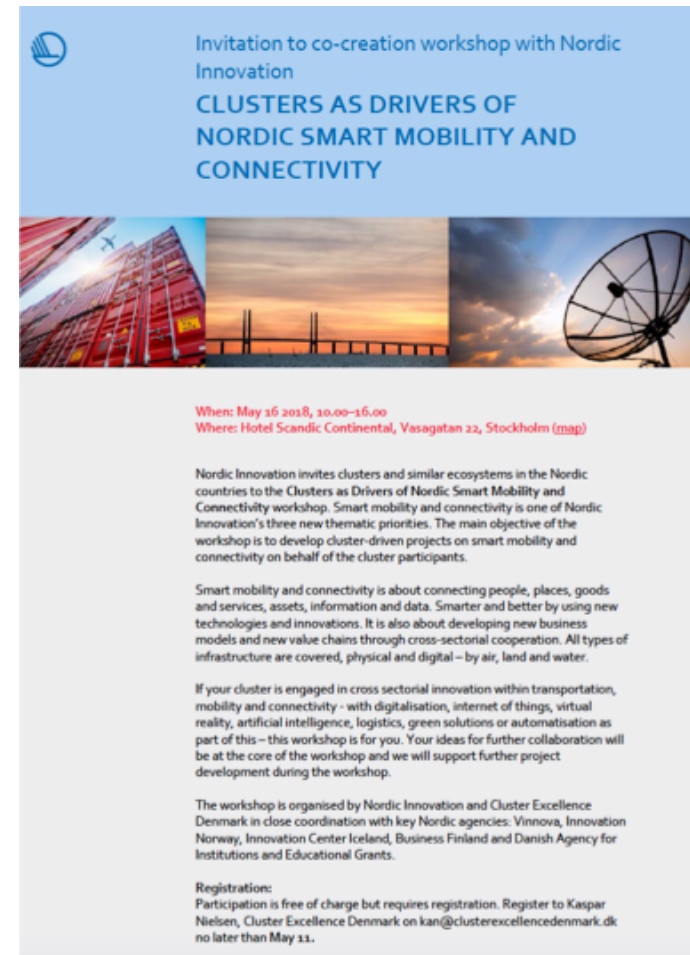



# TIPS AND TRICKS ON EU FUNDING FOR CLUSTERS

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# INNOVATION: CO-CREATE WITH NORDIC INNOVATION

- Nordic Innovation has an annual budget of appx. NOK 90 million and supports projects and programs to stimulate innovation and works to improve the framework conditions for Nordic markets and exports.
- Focus on clusters in their new action plan.
- Smart mobility and connectivity is one of Nordic Innovation's three new thematic priorities.
- Co-creation Workshop on May 16 in Stockholm.



 Invitation to co-creation workshop with Nordic Innovation

**CLUSTERS AS DRIVERS OF  
NORDIC SMART MOBILITY AND  
CONNECTIVITY**

When: May 16 2018, 10.00–16.00  
Where: Hotel Scandic Continental, Vasagatan 22, Stockholm ([map](#))

Nordic Innovation invites clusters and similar ecosystems in the Nordic countries to the Clusters as Drivers of Nordic Smart Mobility and Connectivity workshop. Smart mobility and connectivity is one of Nordic Innovation's three new thematic priorities. The main objective of the workshop is to develop cluster-driven projects on smart mobility and connectivity on behalf of the cluster participants.

Smart mobility and connectivity is about connecting people, places, goods and services, assets, information and data. Smarter and better by using new technologies and innovations. It is also about developing new business models and new value chains through cross-sectorial cooperation. All types of infrastructure are covered, physical and digital – by air, land and water.

If your cluster is engaged in cross sectorial innovation within transportation, mobility and connectivity - with digitalisation, internet of things, virtual reality, artificial intelligence, logistics, green solutions or automatization as part of this – this workshop is for you. Your ideas for further collaboration will be at the core of the workshop and we will support further project development during the workshop.

The workshop is organised by Nordic Innovation and Cluster Excellence Denmark in close coordination with key Nordic agencies: Vinnova, Innovation Norway, Innovation Center Iceland, Business Finland and Danish Agency for Institutions and Educational Grants.

Registration:  
Participation is free of charge but requires registration. Register to Kaspar Nielsen, Cluster Excellence Denmark on [kan@clusterexcellencedenmark.dk](mailto:kan@clusterexcellencedenmark.dk) no later than May 11.

# Horizon 2020 - 80 billion Euros





# Courage, training & determinat



## A little book about EU funding for clusters

Your way to the euros



COPENHAGEN  
EU OFFICE



# Things to consider

- **Does your cluster need money?** Maybe you should consider other sources first (e.g private funding, regional grants etc.)
- **Does the EU-project fit into your overall cluster strategy** and internationalisation strategy? Project results tends to be better when aligned with the strategies
- **Who benefits from the EU-project?** The cluster management or the members (and which members)? One doesn't necessarily exclude the other, but do think about it



# Things to consider

- Do you have a great idea for an innovation? Does it match a funding programme?
- Do you have the time and resources to commit to making an application and waiting for a hopefully positive answer?

**Don't do it  
if you don't mean it!**

## Things to consider – part II

- **Do you know the success rate of the call?** In some international calls, the chance of success is as low as 6 %
- **Where do you get the co-financing?** The funding from EU is for gearing investments and often you have to co-finance 30-50 %
- **Your solution should address a European problem**
  - not a national one
- **Ask yourself - what do we want** on the market in three to five years' time?



- Do the chances of success and the potential gains match the resources **you need to invest to get there?**
- **Do you have a backup plan** if your proposal fails? (e.g. can you apply again, apply a different funding programme etc.)
- Have you checked what **help** there is **for putting a proposal together?**
- Have you considered **hiring professional help** to increase your chances of success?
- **Have you checked EUopSTART?** There might be a possibility of applying for 50.000 DKK for making your proposal

# What do you get?

- **Exposure** - being highlighted internationally as a cluster that has managed to receive funding
- **International network**
- Hopefully **good results** and innovations that you can build your cluster on in the years to come
- **Administrative burdens** (the good news - when you've first entered "the system" it becomes much easier the second time around...)

# The good proposal

- **Has been read through by others**  
- before you send it in
- Captures the reader from the very start.  
The first half page **shows your selling points and the 'why', the 'what' & the logic behind why you are doing this.** The rest of the application supports this
- **Is similar to asking an investor for money.**  
You need to describe the international market potential and the business plan



# Questions to be answered

- **Why are you doing this?** What difference will it make in Europe, in society, for users, for the members of your consortium, for...?
- **What are your goals** & how will you know that you've reached those goals? How will you communicate it?
- **What are the risks?** And how will you address them?
- **How will you collaborate** and make decisions in the consortium? What happens if you disagree?

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