

Panel II

Funding, more than just money

Firestarter

Steven Berens
Advisor, ERAC

Firestarter:

An innovative view on funding cluster activities

Steven Berens

PLACE-BASED & EU-GEARED PROJECTS

- **Why:** Funding \neq Goal | Funding = Tool
- **What:** Rethink Which Projects Warrant Intervention at the EU-level
- **How:** Align Applicant/Funder Objectives



Firestarter:

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COMPLEMENTARY PARTNERSHIPS

- **Why:** Strategic Autonomy
- **What:** Cohesion/Competitiveness
- **How:** Tools and Requirements



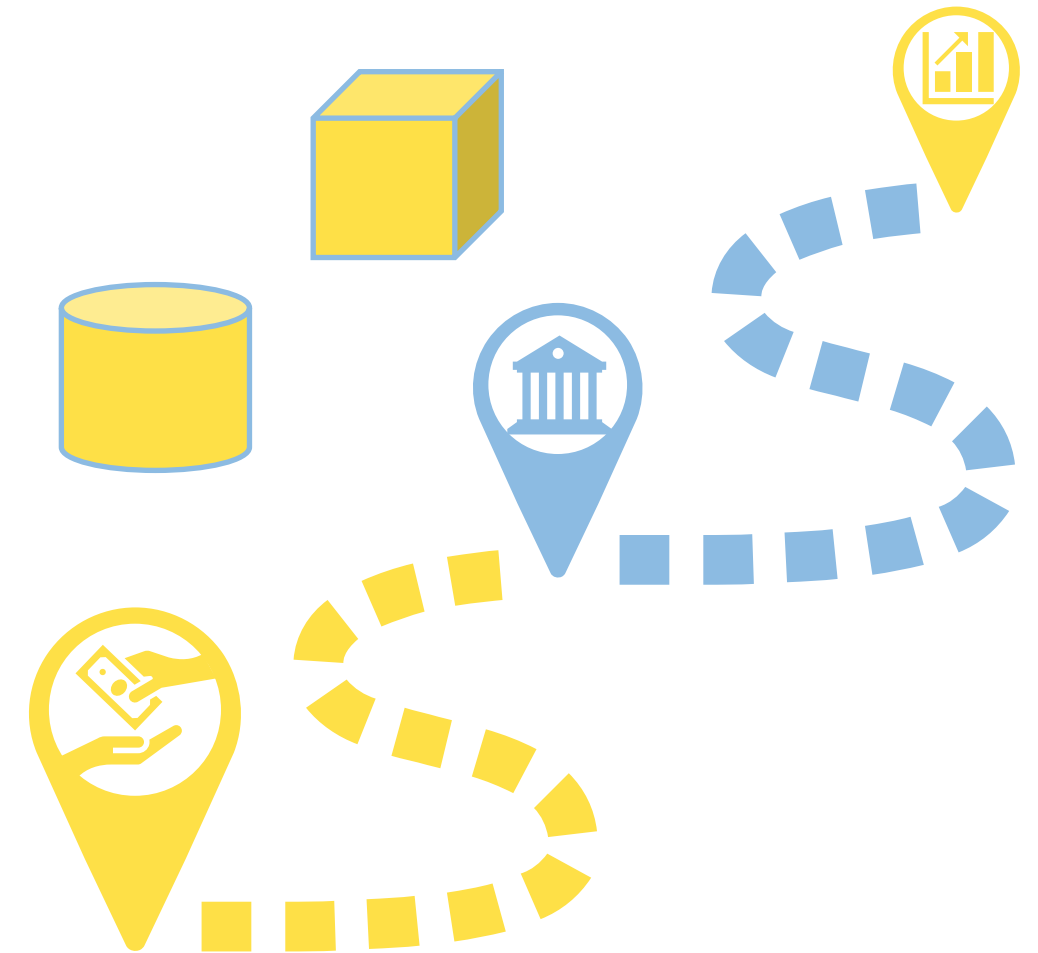
Firestarter:

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PROJECT FUNNEL MAPPING

- **Why:** Navigate Funding Landscape & Determine Maturity
- **What:** Map Potential Projects
- **How:** Maintain Project Portfolio



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Felipe Carrasco

Regional Vice-Minister for Industry, Trade and Consumers, Valencia Regional Government

Veerle De Graef

Programme Manager, Flanders' FOOD

Pieter Liebrechts

Partner and Senior Advisor, ERAC

Mariella Masselink

Head of Unit Industrial Forum, Alliances, Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Stefan Rink

CEO, AM-Flow

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Felipe Carrasco

Transformative funding to orchestrate Europe's strategic resilience

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Veerle De Graef

INDUSTRY DRIVEN

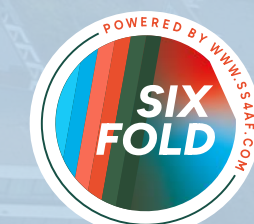
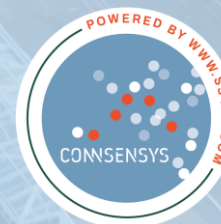
INNOVATION

STRATEGY

COLLABORATION

Funding as a catalyst to

- Develop strategic partnerships
- Foster collaboration and growth
- Create long term impact



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Pieter Liebregts

Look beyond subsidies and familiar regions/ clusters when it comes to cluster development and collaboration

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Mariella Masselink

EU funding for clusters aims at establishing networks and strategic partnerships across the EU to develop and strengthen EU value chains

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“Go to the Genba”

Visit the companies applying for R&D grants. See the problems they are solving on the shop floor and how mature the team and technology is being developed. This will give rich insights additional to the formal application, spending EU money as wise as possible and propelling the EU technologically.

Stefan Rink, CEO AM-Flow



AI based adaptive manufacturing