



WHY EU FUNDING?

Much more than money:

- -Collaboration within European networks, obtaining the right contacts
- -R&I together with potential customers, opening markets early in the R&I phase
- -Sharing risk with international partners
- -Direct influence on technology and policy development, standardisation and other strategic benefits
- -Benefitting from the very best European knowhow

Europe in a Global Competition

The new Commission is set to strgenthen European competitiveness in a new global scene through



- Green Deal
- An Economy That Works for All
- New Industrial Policy
- SME Strategy

European funding landscape 2021-2017 - lots of opportunities for Manufacturing

Horizon Europe

- The largest RDI Programme in the world, with the proposed budget of €100B
- Cluster "Digital, Industry and Space" in its second pillar

Innovation Fund

• one of the world's largest funding programmes for <u>demonstration</u> of innovative low-carbon technologies

Strategic Value Chains

- Key value chains of strategic importance to Europe, for example IPCEIs
- Exemption from State Aid rules

European Investment Bank EIB

Investing in a sustainable future



The European Green Deal: mainstreaming sustainability

- At least 35% of Horizon Europe funding for climate solution
- Partnerships with industry and Member States
 - Digital technologies with Manufacturing as a vertical: Key Digital Technologies; Samrt Networks and Services; AI, Data and Robotics
 - Made in Europe
 - Carbon Neutral and Circular Industry
- Content: Data and digital infrastructure in support of ecological transition;
 Energy efficiency and circular solutions
- Coming soon: First Call for proposals with a budget of €1B

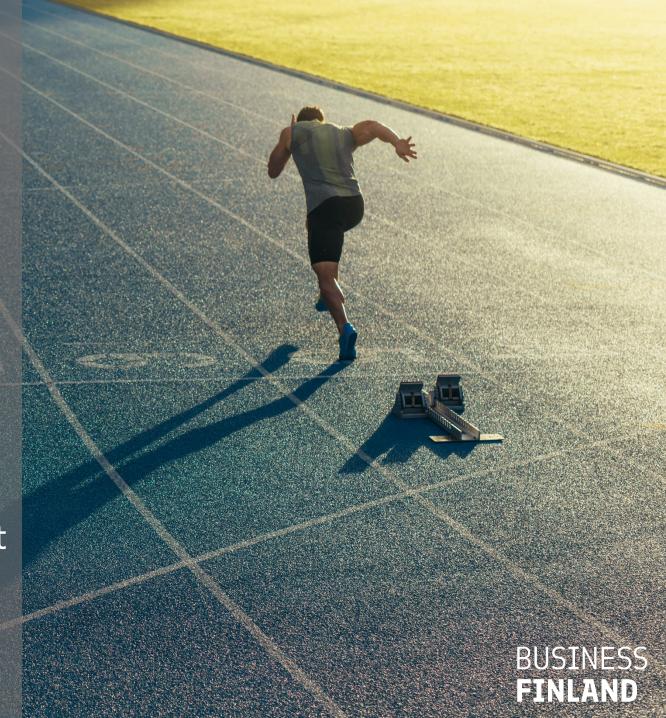




- Business Finland is the home base for the national coordination of Horizon 2020 & Horizon Europe
- **EU funding services** are part of our service offering to companies and ecosystems. The EU networks are an integral part of our programs.
- We advise all potential applicants throughout the project lifecycle
 - Assessing options in all EU level programs
 - Finding the right Calls for Proposals
 - Expert assistance in applying, contract negotiation, reportig, payments etc., incl. legal and financial issues

Why give our competitors a head start?

- Finnish companies should take much better advantage of the EU funding opportunities and networks. Our competitors are already doing it.
- For an SME, EU level innovation cooperation is an excellent opportunity to practice international activities already well ahead of the actual commercialization phase of the product





Thank you!

Kiitos!