



Rijksdienst voor Ondernemend
Nederland

ITEA call 2025 funding outlook of The Netherlands

HOW TO WRITE A SUCCESSFUL
PROJECT PROPOSAL?

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ONLINE

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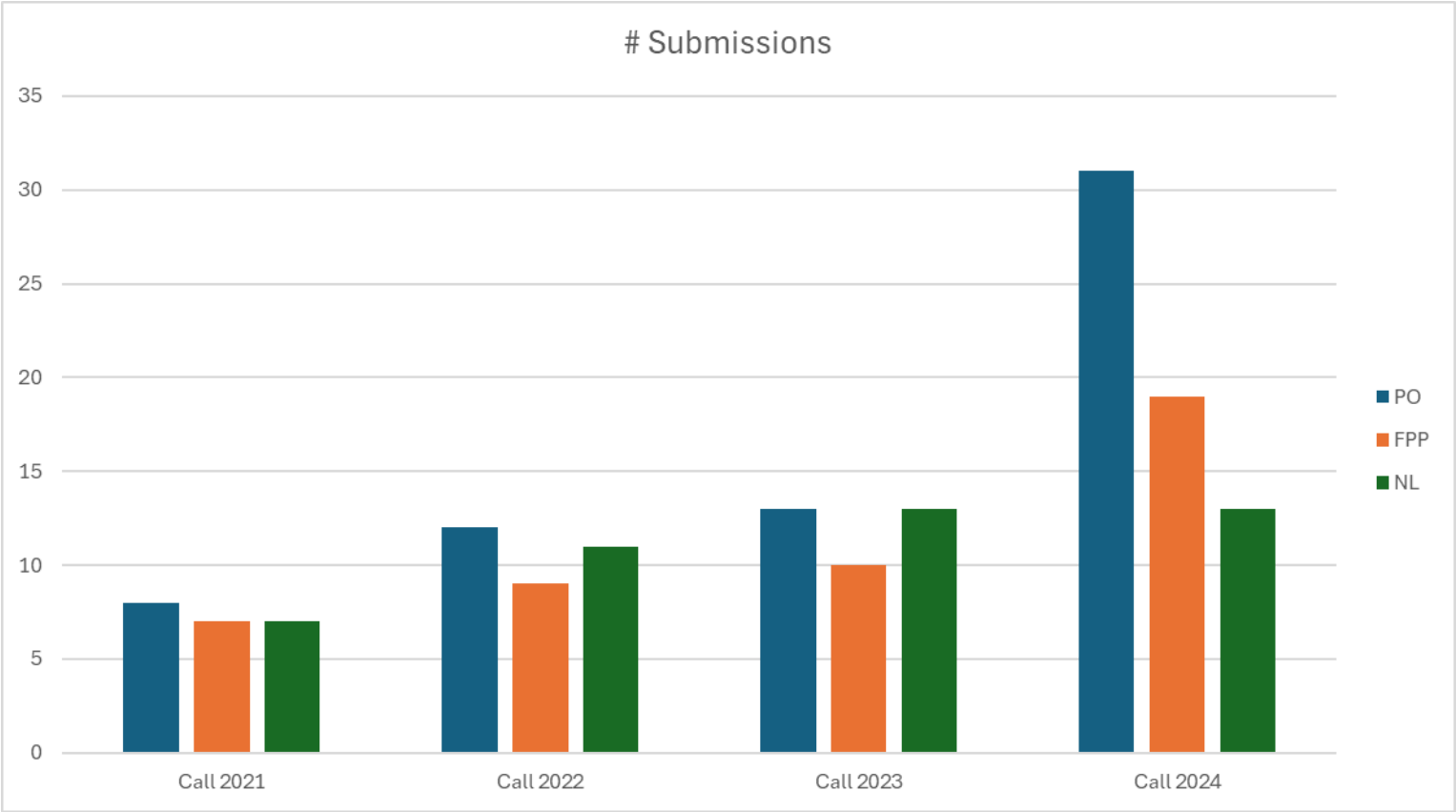


Key drivers for international collaboration

1. Access to global talent
2. Faster time-to-market
3. Global expansion

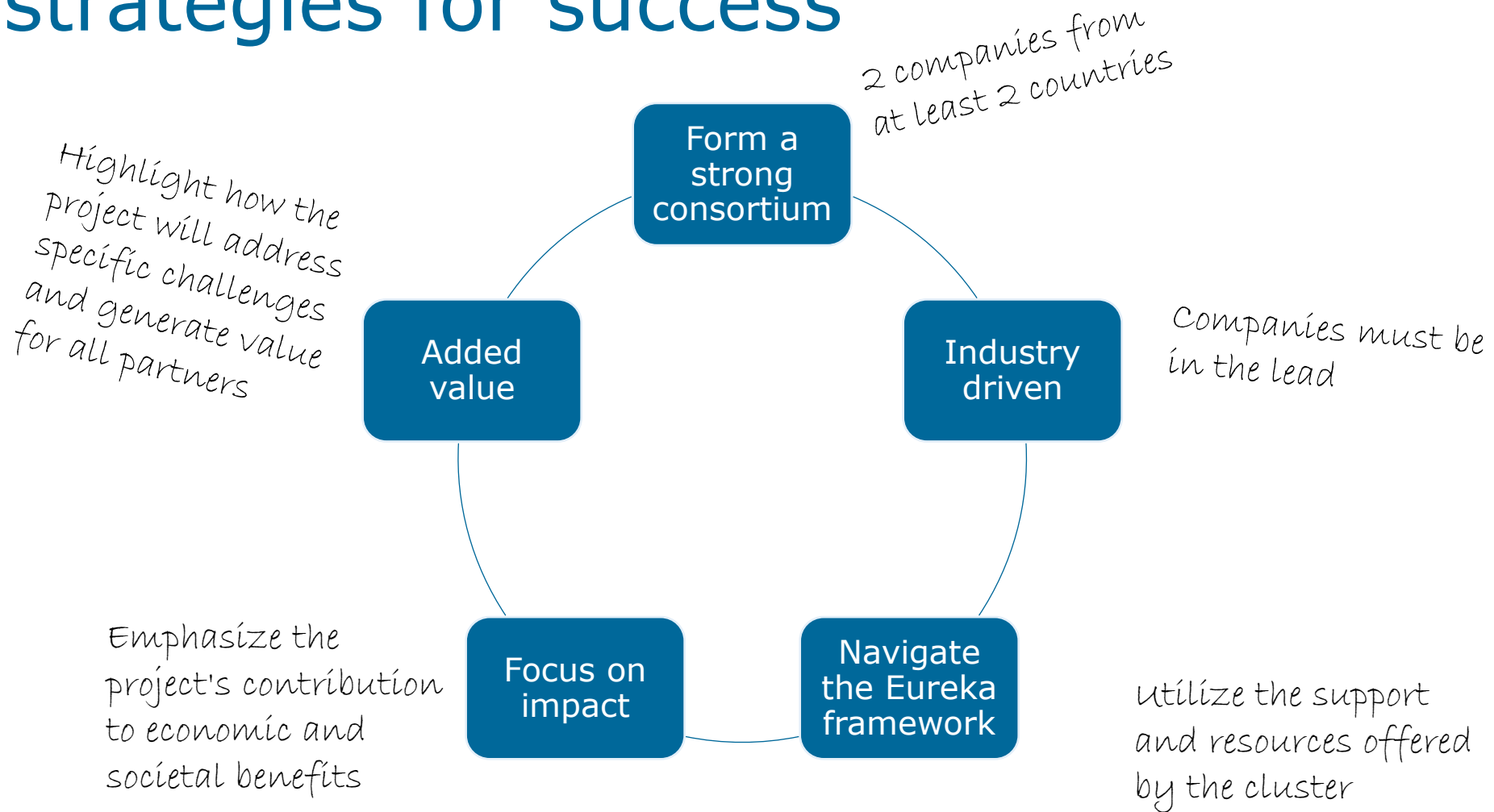


Growing interest for international collaboration





Key strategies for success





Supporting software and systems innovation across Europe and beyond

INTERNATIONAL COLLABORATION



37 countries

FOR INNOVATIVE ORGANISATIONS

144 project
70 led by Dutch companies
>200 unique partners of which 60% SME

STIMULATES INNOVATION

TRL 4

TRL 6-7

HIGH SUCCESS RATE



FLEXIBLE AND BOTTOM-UP





Rewards for companies

- 1 Increase average turnover
- 2 Share R&D costs
- 3 Establish long-term international R&D and innovation relationships
- 4 Gain quicker access to new and international markets
- 5 Receive on-going and personalised support from experts covering the whole value chain
- 6 Scale up, increase your competitiveness, attract investors and form new startup



Outlook

- 1 Innovation beyond borders
- 2 ITEA – software innovation
- 3 Funding outlook
- 4 How to apply?
- 5 Selection criteria



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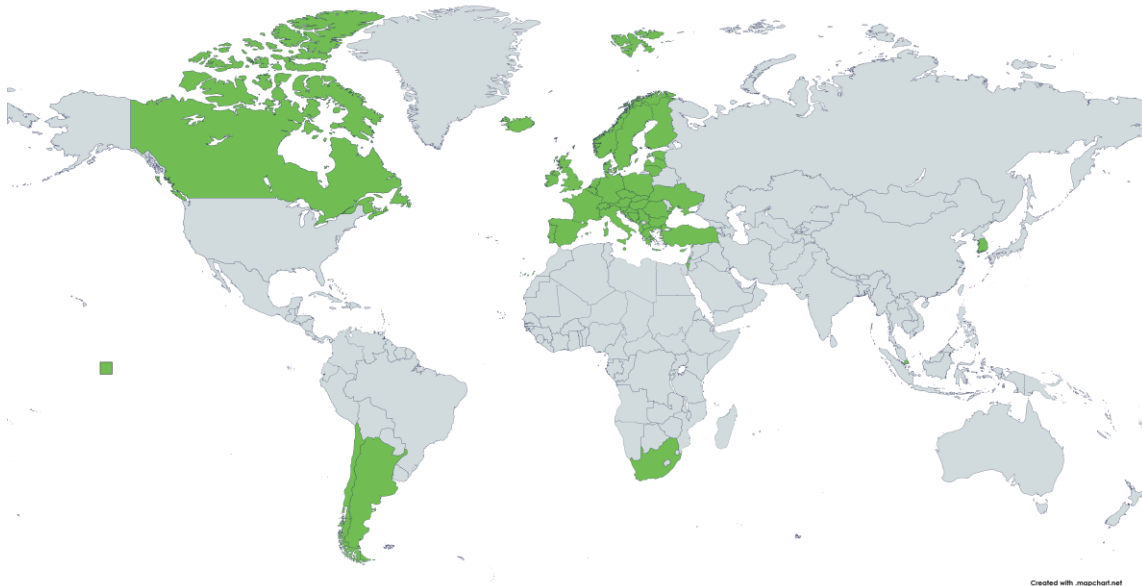
Innovation beyond borders

The EUREKA network



The Eureka network

**BIGGEST PUBLIC NETWORK FOR
INTERNATIONAL RD&I
COLLABORATION**



EUREKA CLUSTERS

- › Industry-driven thematic RD&I programmes supported by Public Authorities
- › Covering the full value chain to create innovative solutions
- › Helping SMEs to scale up in consortia with large industry
- › Open to global cooperation
- › Bottom-up
- › Market-oriented



ITEA key challenges & digital transition



Smart city



Smart communities



Smart health



Safety and security



Smart mobility



Smart industry



Smart energy



Smart engineering

Visit the ITEA community website to learn more about the [living roadmap challenges](#)



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Funding opportunities

Developing innovative
eco-systems



A typical Dutch ITEA consortium is ...



01
~5
participants



02
2-4
countries



03
maximum duration
36 months

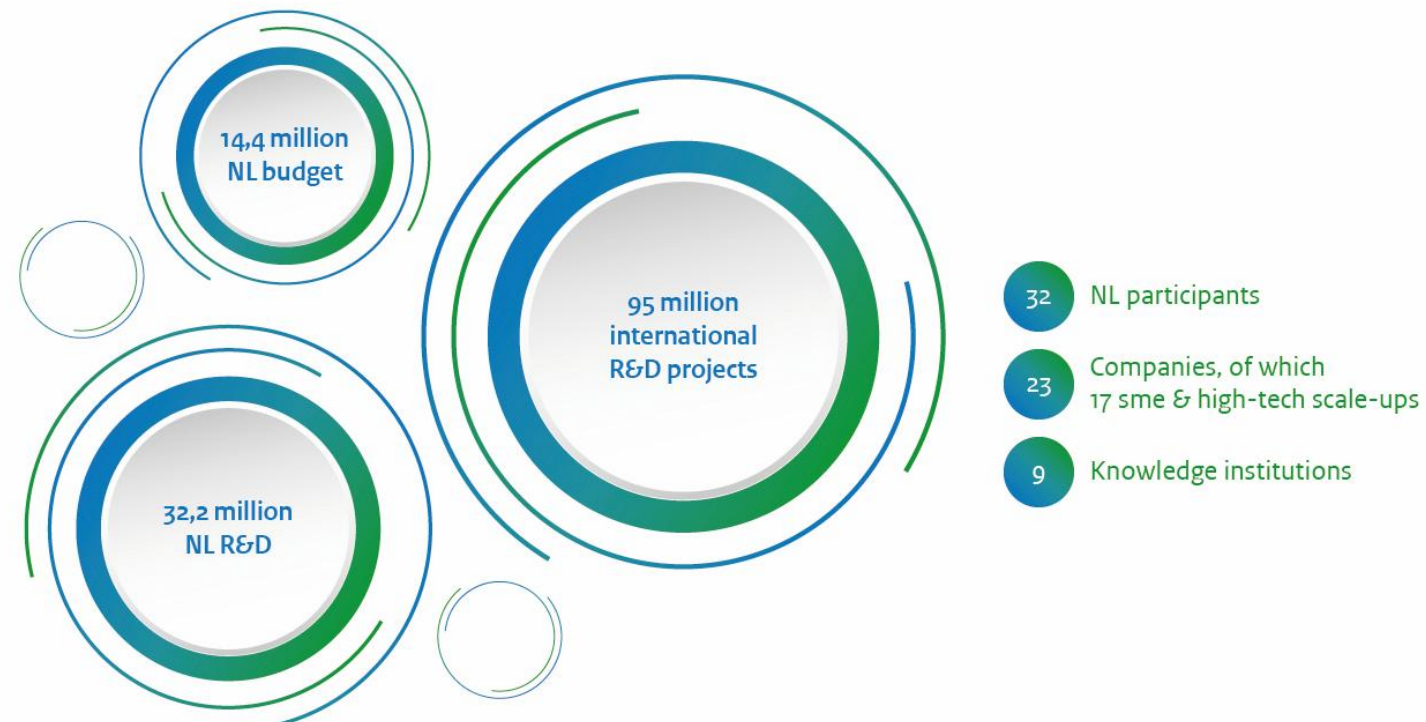


04
average project cost
€5.4 million

... innovative and market driven



Collaborative innovation is a great multiplier



ITEA call 2023



Fostering software innovation in the Netherlands

FUNDING OUTLOOK

- › SMEs, large companies and RTOs/academia are eligible for funding
- › At least one Dutch company (must be national coordinator)
- › Budget limit per call: € 10 mio (Max € 4 mio per consortium)
- › Balanced distribution of project costs across countries (<70% in one country)
- › Funding criteria: innovation, collaboration & impact

SUBSIDY PERCENTAGES

activities	research	development
SME	45%	35%
Industry	35%	25%
Academia/RTO	50%	25%

- › Only [R&D related costs](#) can be funded
- › More information: [Information Technology for European Advancement \(ITEA4\) \(rvo.nl\)](#)



Market driven

HOLLAND HIGH TECH INNOVATION THAT WORKS

- > The Eureka Clusters are strategically important aspect of the innovation contract of the Dutch government with the top sector High Tech Systems and Materials (HTSM)
- > The objectives of the Dutch consortium fit within the innovation contract High Tech Systems & Materials and its subsequent roadmaps
- > Elaborate how your project aligns with the National Technology Strategy

TOP SECTOR HTSM

Circulaire Economie >	Duurzame Mobiliteit >	Energy Materials >
Imaging Technologies >	Mechatronics & Optomechatronics >	Optical Systems & Integrated Photonics >
Quantum Technologies >	Semiconductor Technologies >	Smart Industry >
Systems Engineering >		

<https://hollandhightech.nl/innovatie/innovatiedomeinen>





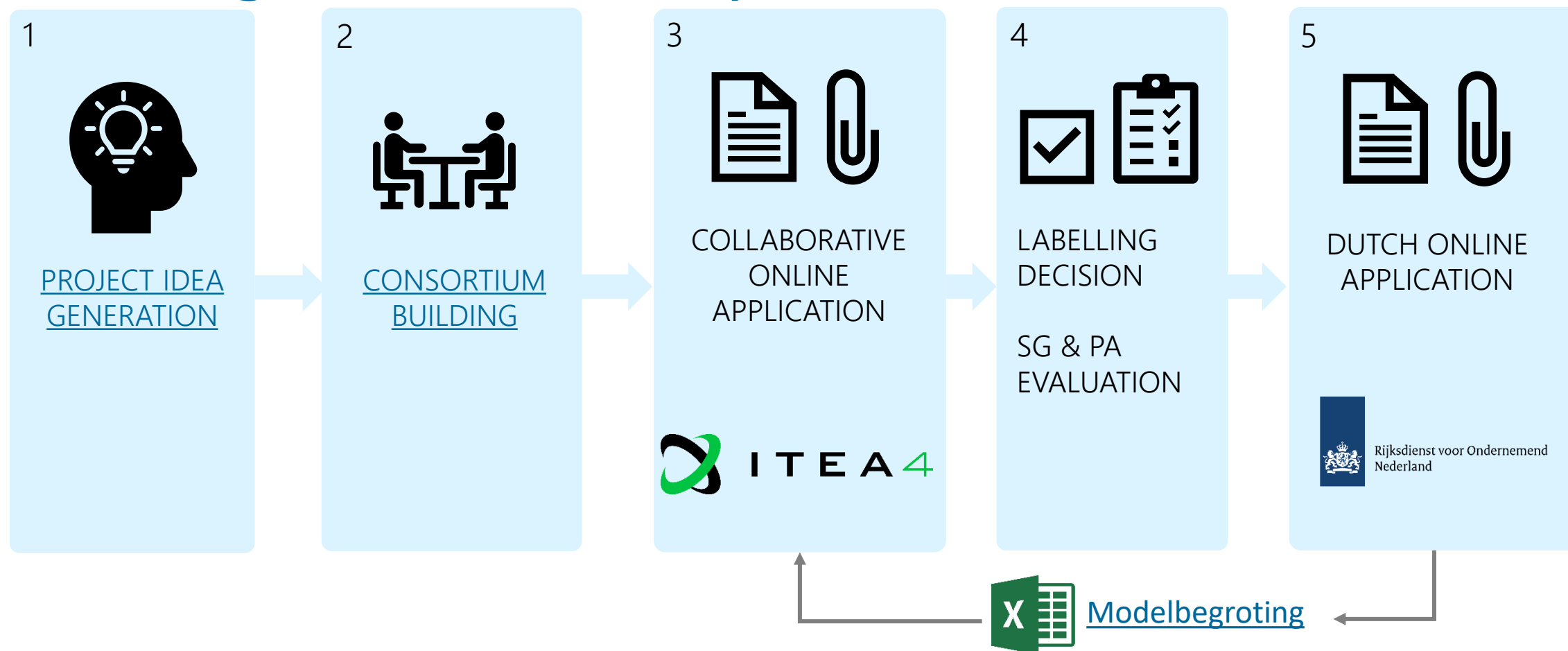
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How to apply?



ITEA Call timeline

Turning ideas into impactful results





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Factors for success

How to write a successful
application?



Key Performance Indicators of a Successful Project



**TECHNOLOGICAL
INNOVATION**



**INTERNATIONAL
COLLABORATION**



IMPACT



Selection criteria

BEYOND THE STATE-OF-THE-ART

- › Are the general problem, solutions and challenges to be addressed clearly described?
- › Have a clear risk mitigation strategy (probability, impact, mitigation plan)
- › Does the proposal document how the project relates to and/or builds on the results of, and differentiates from, other (completed or running) cooperative projects?

INTERNATIONAL COLLABORATION

- › Very concrete project plan (objectives, tasks, milestones, deliverables, go-no go)
- › Right mix between R&D competence and business power
- › Is the added value of each partner's contribution described and convincing?
- › Is the added value of the cooperation of the different partners clearly explained?
- › Does this consortium help the partners to achieve their goals (business and technological)?

SOCIAL & ECONOMIC IMPACT

- › Does the proposed solution have a clear social & business impact?
- › Do the current partners have sufficient competences and access to the market to bring the solution successful to the market?
- › Are the market opportunities, future potential products or services clearly documented for each partner and described in terms of expected outputs (what will be delivered) and quantified objectives (how well will the results perform)?



Final tips & tricks

1. Focus your proposal!
2. Be selective with the partners you'd like to collaborate with
3. Have a very clear idea about the rationale of the project
4. Make sure that every partner contributes to the writing process
5. Make use of tables, figures, bullet points to visualize and highlight the value chain, objectives, milestones and important project results
6. Effort and contribution to deliverables and work packages should be in balance
7. The text of the proposal should be clear and easy to understand



Why participate



COLLABORATE

Collaborate with leading partners along the software innovation value chain



INTERNATIONAL

Engage with companies and potential partners from all over Europe and beyond



FLEXIBLE

Have the flexibility to modify your project as it progresses to adapt to changing market conditions



IMPACT

Boost competitiveness, accelerate growth and shorten time-to-market



Active engagement

CONSORTIUM BUILDING

- > Online ITEA Call 2025 Project idea [pitch session](#): 11 September
- > Project Outline Preparations Days event | ITEA Call 2025: 16 - 18 September
- > Join the online [ITEA community](#)



HOLLAND HIGH-TECH ROADMAPS

Circulaire Economie >	Duurzame Mobiliteit >	Energy Materials >
Imaging Technologies >	Mechatronics & Optomechatronics >	Optical Systems & Integrated Photonics >
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CONTACT



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The ITEA expertise

- › Competitive → need good proposal
- › Funding + reporting criteria vary between countries!
- › Decentralized budget allocation (pro's and con's)
- › Select consortium carefully, getting the grant is only the start
- › Redtape? Yes it comes with obligations, but admin is very light compared to other grants (in NL)
- › Would we do it again → absolutely!