

# ITEA PO Days 2026

## Welcome to the country information webinar of the Netherlands

26 June 2026





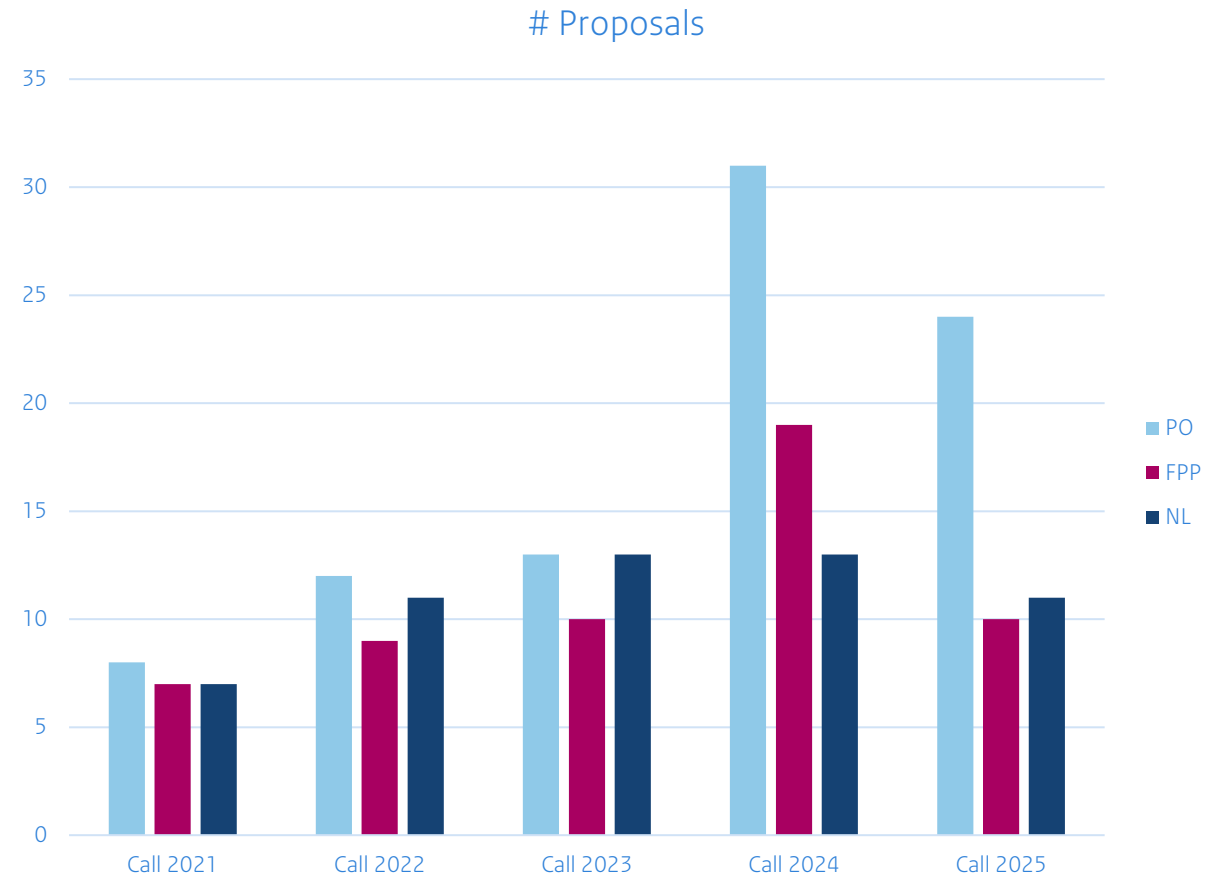
Netherlands Enterprise Agency

# Funding outlook ITEA Call 2026

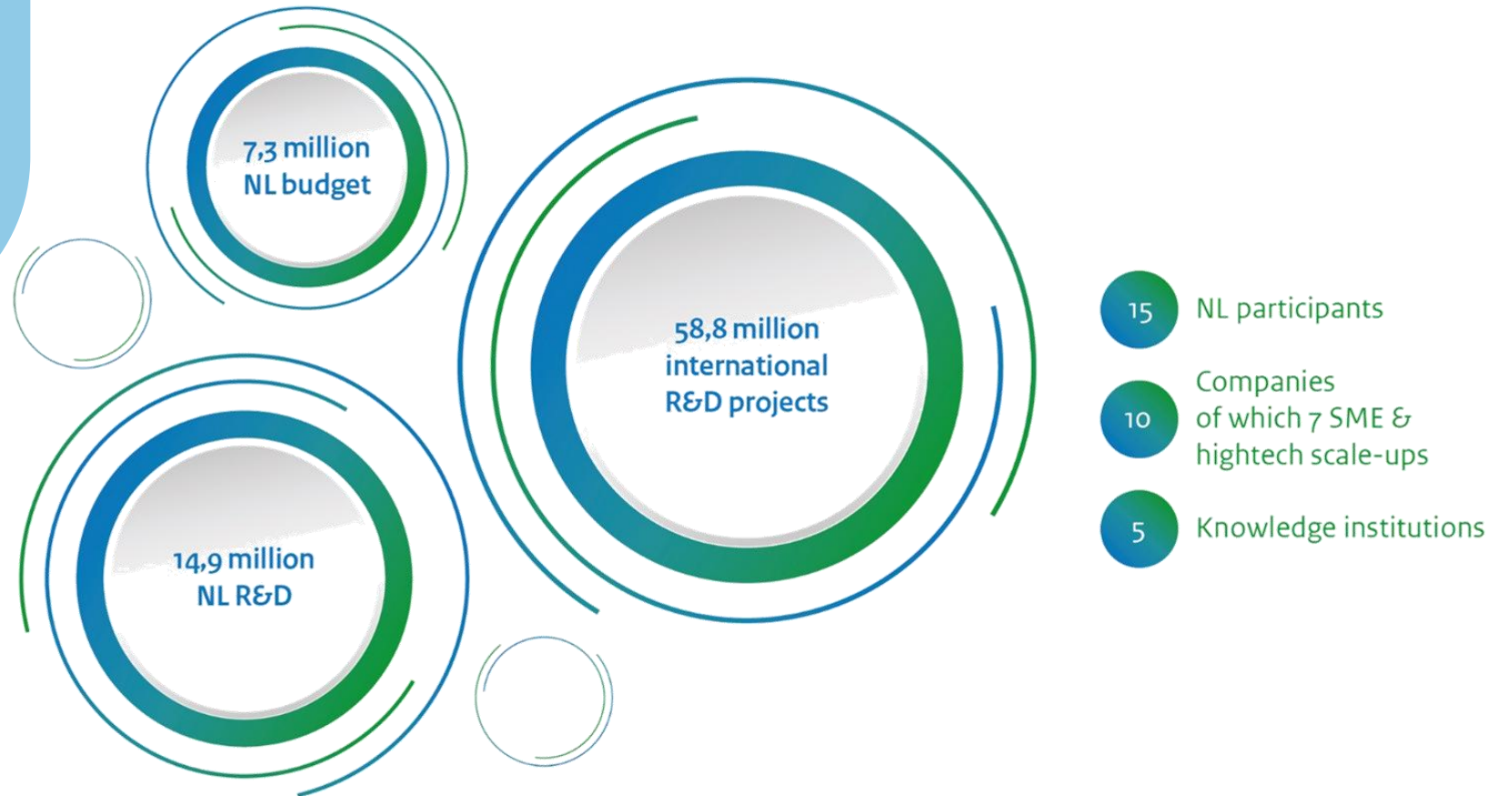
Speaker: Jacob Jan de Boer  
26th of June 2026

# Key drivers for international collaboration

1. Access to specialized talent and skills
2. Engage with leaders across the entire value chain & establish new partnerships
3. Gain market insights
4. Market expansion



# Collaborative innovation is a great multiplier



# Na ingreep VS bij Anthropic: 'Zorg dat je altijd naar een ander AI-model kunt switchen'

Sandra Olsthoorn

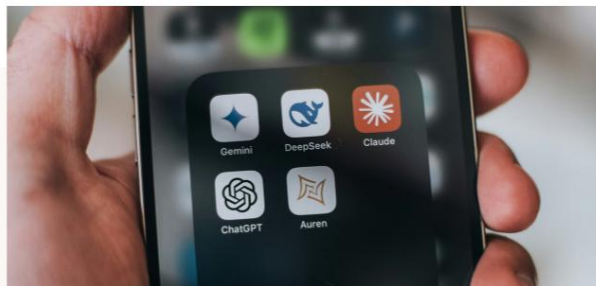
## In het kort

- AI-bedrijf Anthropic haalde na inqriipen van de Amerikaanse c

RTL Z

## Waarom Europa zich zorgen moet maken over c Amerikaanse machtsgreep bij AI-koploper Anthropic

AI rapidly on its way to becoming the largest energy consumer



22 May 2025

The global use of artificial intelligence is growing at a rapid pace. Yet the energy consumption that comes with it remains largely invisible. Research by data scientist Alex de Vries-Gao shows that AI is on track to become one of the largest energy consumers in the digital world. Oversight and transparency are lacking.

-modellen van Anthro  
sienis van de Amerika  
aarom zijn de VS zo ge

# 'Brits-Nederlands CuspAI haalt \$400 mln op'

Sandra Olsthoorn

Het twee jaar oude Brits-Nederlandse CuspAI heeft in een investeringsronde \$400 mln opgehaald. Dat bericht de Financial Ti

rij krijgt in de ronde volgens de Britse zakenkra  
6 mrd. CuspAI wil de berichtgeving niet bevestig  
richters van CuspAI is de Amsterdamse hooglera  
de chief technology officer (cto) van het bedrijf  
e ontwikkelde voor onderzoek naar nieuwe  
orbeeld voor batterijen of apparaten die CO<sub>2</sub> uit



ag 9 september 2025, 07:32

## ASML wordt mede-eigenaar van Europese AI-concurrent Mistral AI

Chipmachinefabrikant ASML steekt 1,3 miljard euro in Mistral AI. Het Franse bedrijf ontwikkelt kunstmatige intelligentie die moet concurreren met snel opkomende Chinese versies als DeepSeek en Amerikaanse zoals ChatGPT en Gemini. Door de investering van ASML kan Mistral AI versneld doorgroeien.

nrc>

NIEUWS

## Duitse rechter: Google is verantwoordelijk voor foutantwoorden

Steven Frölke

11 juni 2026 • Leestijd 1 minuut

Luister Geef cadeau Deel Leeslijst

Google

What I want to build with Gemini

## PROTEST TEGEN BIG TECH

REPORTAGE

## Wereldwijd groeit de weerzin tegen AI en haar gulzige datacenters: 'Het gros van wat er in de cloud staat, is onzin'

Door de bouw van het enorme Microsoft-datacenter bij Sloterdijk te verstoren, gaven demonstranten afgelopen week een nieuwe slinger aan het verzet tegen big tech en AI.



fd. Mijn nieuws Net binnen Beurs Kran

ANALYSE

Niemand wil ze, maar c niet zomaar te stoppen

24 feb 14:07

## Eindhovense techbelofte Axelera haalt \$250 mln op

Sandra Olsthoorn

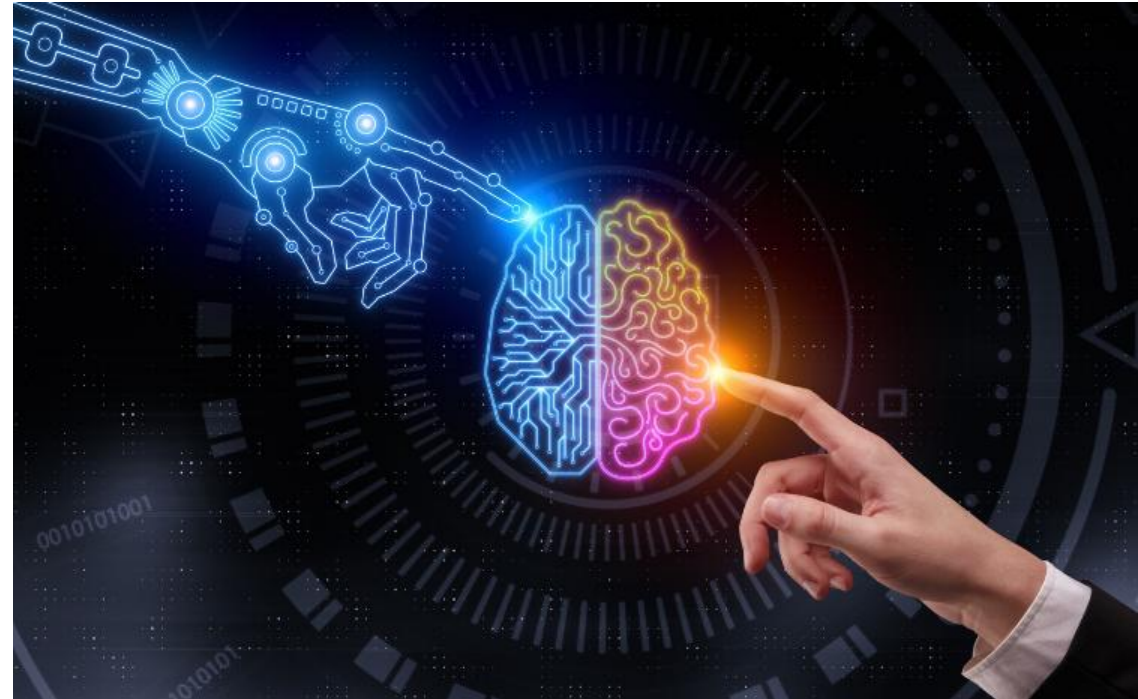
## In het kort

- Axelera AI uit Eindhoven maakt chips voor energiezuinige AI-toepassingen.
- Het bedrijf wordt gezien als een van de meest veelbelovende Europese

Netherlands Enterpr

# Challenges in AI innovation

1. Data Quality and Infrastructure
2. Global impact (energy, water, space)
3. Organizational and cultural barriers
4. Ethics and regulation



# Outlook



ENGAGE



FLEXIBLE



INTERNATIONAL



IMPACT

**Yuri Steinbuch, co-founder of Avular**

“We are not in the business of building proof of concepts. We want to extract the full potential of autonomous systems in many application fields, such as safety & security, critical infrastructure monitoring and transportation. By participating in ITEA projects we can engage with end-users, demonstrate the impact and continue to grow our business.”



# Supporting software innovation across Europe and beyond

## INTERNATIONAL COLLABORATION



37 countries

## FOR INNOVATIVE ORGANISATIONS

147 projects

71 led by Dutch companies

> 200 unique partners (60 % SME)

## STIMULATE GLOBAL IMPACT



## HIGH SUCCESS RATE



## FLEXIBLE AND BOTTOM-UP



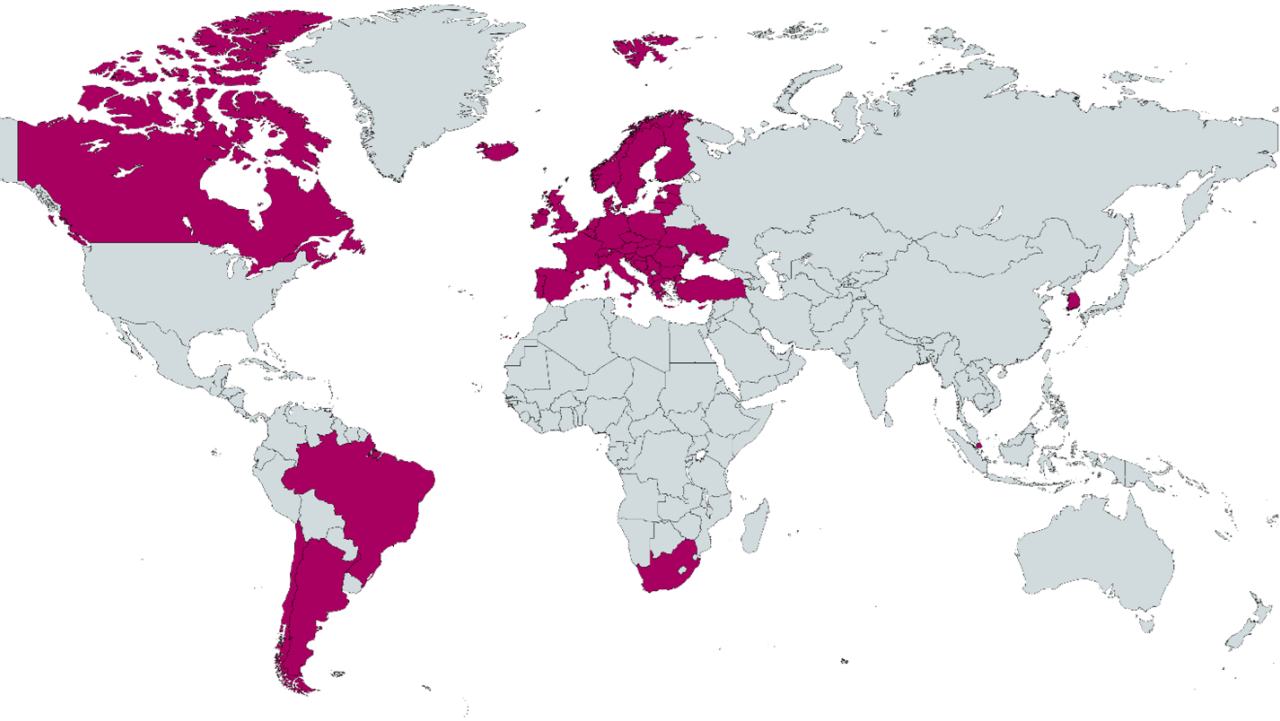
# Innovation beyond borders ...

... and how we can leverage our ambitions from the National Technology Strategy?



# The Eureka network

**Biggest public network for international  
RD&I collaboration**



## **Eureka clusters**

- Industry-driven thematical 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 supporting organisations

## ITEA BOARD MEMBERS



## INDUSTRIAL PARTNERS



ITEA provides a large network of collaboration partners from large industries, SMEs, research institutes and universities.

# National Technology Strategy



- Strengthening future earning capacity
- Solving societal challenges
- Increasing national security and strategic autonomy

# Software is an integral part of our daily lives



- Strengthening future earning capacity
- Solving societal challenges
- Increasing national security and strategic autonomy

AI & Data	>	Biomolecular & Cell Technologies	>
Cybersecurity	>	Energy Materials	>
Imaging Technologies	>	Mechatronics & Optomechatronics	>
Optical Systems & Integrated Photonics	>	Process Technologies	>
Quantum Technologies	>	Semiconductor Technologies	>

# Develop an AI & data industry



## Ambition

- to build an AI & Data industry specialized in sector-specific foundation models and federated data sharing according to European standards and values

## By realizing this ambition:

- Transitions take place in sectors because they can start innovating based on data and foundation models;
- A powerful and distinctive AI & Data industry emerges that creates new markets;
- Alternatives to American hyperscalers emerge thereby increasing autonomy and sovereignty.

# International ecosystem & national priorities

1. Great companies can be a great steppingstone; impact is not only what you keep, but what you enable.
2. Ecosystems outperform organizations. Long-term value comes from networks, not silos.
3. Eureka's strength is innovation + global integration. The connection creates the impact!

Wim Kees Janssen, CEO of Syntho:

“The company’s involvement in IWISH has helped it to grow from three to 15 employees.”

[ITEA 4 · Article · SME in the Spotlight: Syntho](#)

# Participation as a strategic investment



- 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

# How to get involved?

# It starts with participation

## CONSORTIUM BUILDING

- Online ITEA Call 2026 Project idea pitch session: [Thursday 10 September 2026](#)
- Project outline preparation days: [15 – 17 September 2026, Istanbul, Türkiye](#)
- Join the online [ITEA community](#)
- Use the [ITEA · Partner search tool](#)



## NTS ACTION AGENDAS

<b>AI &amp; Data</b>	>	<b>Biomolecular &amp; Cell Technologies</b>	>
<b>Cybersecurity</b>	>	<b>Energy Materials</b>	>
<b>Imaging Technologies</b>	>	<b>Mechatronics &amp; Optomechanics</b>	>
<b>Optical Systems &amp; Integrated Photonics</b>	>	<b>Process Technologies</b>	>
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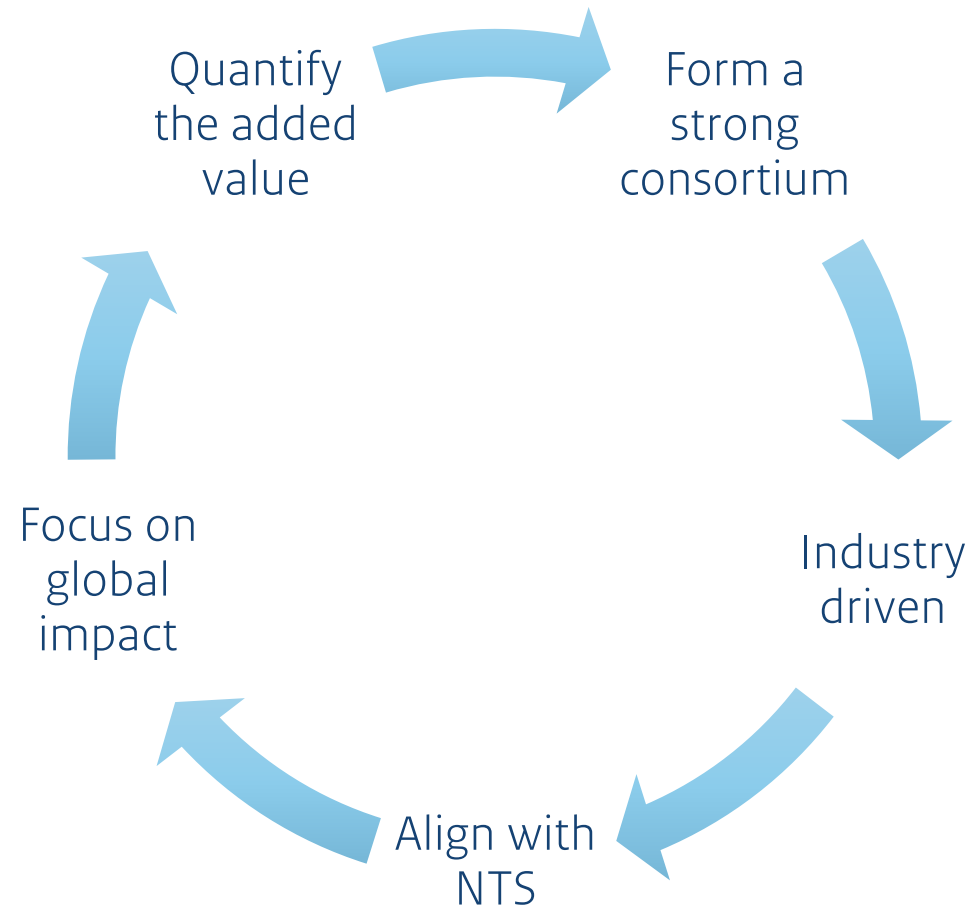
[Action Agendas \(NTS\) - KIA Sleuteltechnologieën](#)

# ITEA Call 2026 timeline – a great time to start



ITEA 4 · Current Call

# Key strategies for success



# 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

# 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)**
- Market-driven, aligned with **National Technology Strategy**
- 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

Organisations	Research	Development
SME	45%	35%
Industry	35%	25%
Academic/RTO	50%	25%

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

# Key Performance Indicators of a Successful Project

Technological  
innovation

Quality of the  
collaboration

Impact

ITEA 4 · Selection criteria

# 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 explain how the project relates to and/or builds on the results of, and differentiates from, other (completed or running) cooperative projects?

## QUALITY OF THE 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 (getting the grant is only the start!)
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



## ENGAGE

Engage 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



# Contact

## More information or continue the conversation



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