# Athens 2025:
# Advanced EU Funding & Project Innovation Camp

## 2 - 6 June 2025 Athens, Greece

# EUROPEAN ACADEMY

## About Us

European Academy is a training provider.

Established in 2015 as a respond to the noticeable information gap between the E.C. and its beneficiaries.

Building on our direct experience within the E.C. and the E.U. funding and project environment, we offer open and tailor-made courses on highly specialised domains.

# Athens 2025:
# Advanced EU Funding & Project Innovation Camp

## Welcome!

A European Academy's exclusive event, meticulously designed to provide you with the tools, connections, and confidence to deliver projects that stand out.

Gain the essential skills and knowledge to excel in every aspect of EU project management—from crafting winning proposals to advanced project execution, financial mastery, impact maximisation, and audit preparedness.

## ⧄ EUROPEAN ACADEMY

# Athens 2025: Advanced EU Funding & Project Innovation Camp
## Sessions for Online Delivery

**Friday, 13 June**

- 09:30-11:00 CET
Managing Project Costs:
Direct & Indirect Costs

  11:00-11:30 CET – Coffee Break

- 11:30-13:00 CET
Reporting Costs of External
Experts

**Tuesday, 17 June**

- 09:00-10:30 CET
The Erasmus +: 2021-2027

  10:30-11:00 CET – Coffee Break

- 11:00 – 12:30 CET
Avoid Risks: Coordination
That Clicks – Meetings,
People & Partner
Communication in EU-
Funded Projects

  12:30-13:30 CET – Lunch Break

- 13:30-15:00 CET
Mapping Your EU-Funded
Project to PM$^2$ Methodology

  15:00-15:30 CET – Coffee Break

- 15:30-17:00 CET
Future of Work and Industry
4.0: Dr Bojan Lalić

**Wednesday, 2 July**

- 12:45-14:15 CET
Managing Project Costs:
Direct & Indirect Costs

  14:15-14:45 CET – Coffee Break

- 14:45-16:15 CET
Reporting Costs of External
Experts

**Friday, 4 July**

- 16:00-17:30 CET
Innovation in Public &
Private Sectors

**Tuesday, 8 July**

- 09:00–10:30 CET
Innovation Leadership &
Change Management

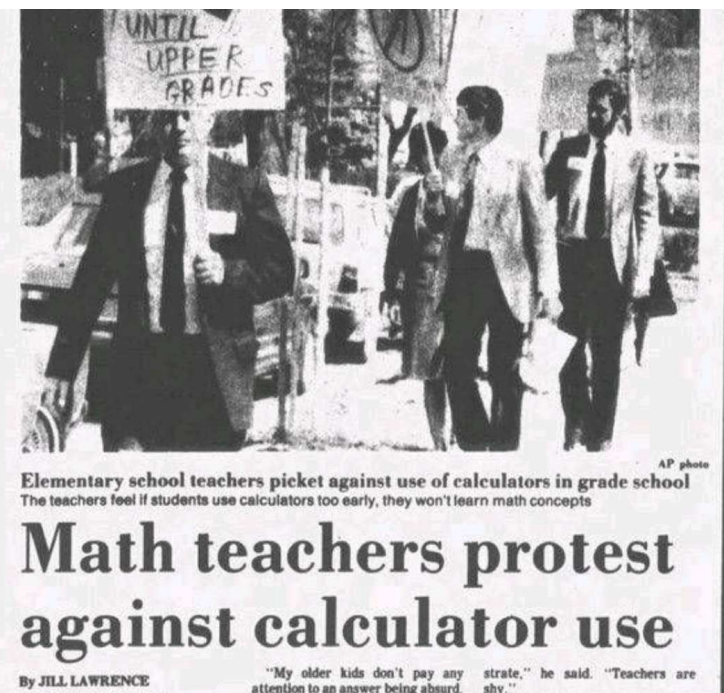  10:30–11:00 CET – Coffee Break

- 11:00–12:30 CET
Industrial Transition
Strategies

  12:30–13:30 CET – Lunch Break

- 13:30–15:00 CET
Creating Effective Cluster
Models

  15:00–15:30 CET – Coffee Break

- 15:30–17:00 CET
Workshop: Strategic
Planning for Industrial
Clusters

The AI Guru|Ji
Lelo Gyan

BLOCKED

CHAT GPT

CHATGPT BLOCKED IN ITALY.

UNTIL UPPER GRADES

AP photo

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd.

strate," he said. "Teachers are shy."

**Goran Mladenovic**
Inspirer, Change Maker

**Education**
- Faculty of Electronic Engineering
- MBTI

**Experience**
- 2003 NGO Youth Response
- 2005 Branch Manager at a Coliers
- 2007– Organizational Development and HR in an international corporation at WVI
- Since 2011 CEO and Project Manager at Ni CAT
- Since 2025 Founder of ITG Consulting

**Business Achievements**
- Guided 20 startups and SMEs to early-stage investments totalling €4.5 million
- Secured funding for over 60 projects
- Best hiring process in Serbia in 2020; 2nd and 3rd place in 2023

/ EUROPEAN ACADEMY

# Agenda/Session 2

- Introduction to 4 forces
- Introduction to strategies
- Group sessions in zoom rooms
- Discussion
- Critical skills
- Addition info and conclusions
- QA session

/ EUROPEAN ACADEMY

Short introduction and 1 example of big personal or organizational transition and the lesson learned

# Singularity

"... a future period during which the pace of technological change will be so rapid, its impact so deep, that **human life will be irreversibly transformed**. Although neither utopian nor dystopian, this epoch will transform the concepts that we rely on to give meaning to our life's, from our business models to the cycle of human life, including death itself.„
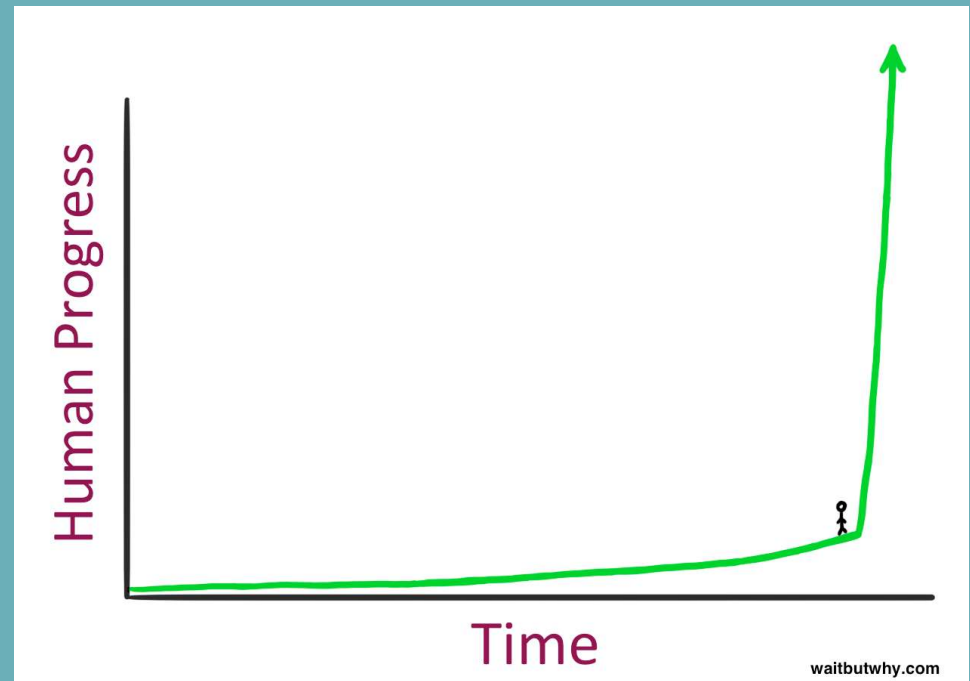
Ray Kurzweil



Figure 1 https://wykop.pl/

EUROPEAN ACADEMY

# Forces Driving Change

1. Impact of Technological Advancements
2. Changing Market Demands
3. Regulatory Changes
4. Sustainability Imperatives

EUROPEAN ACADEMY

# Impact of Technological Advancements

- **Accelerated Innovation:** Digital tools and platforms enable faster production, communication, and R&D.

- **Disruption of Traditional Models:** Technologies such as AI, IoT, and automation are transforming how businesses operate. People are replaced with machines.

- **Integration Pressure**: New technologies must be embedded across the entire value chain to maintain competitiveness.
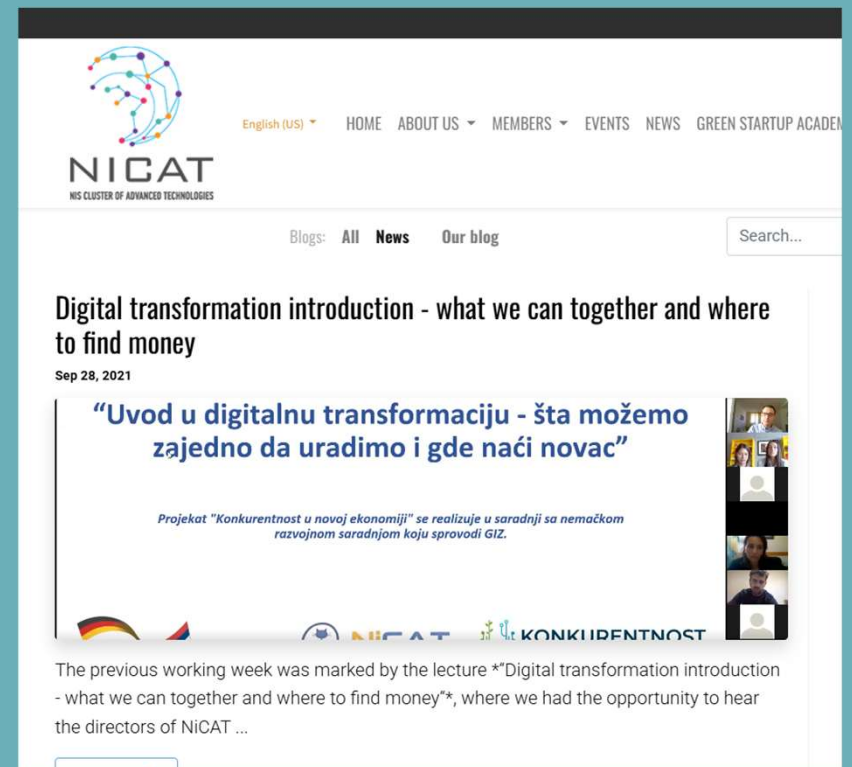


EUROPEAN ACADEMY

# Changing Market Demands



How to live stream
Sell items with style!

- **Personalization and Speed**: Customers demand fast delivery, customized products, and sustainable solutions. Y and Z gen have different expectations

- **Shifting Consumer Behaviour:** There is a move from ownership to service-based models (e.g., the sharing economy).**PaaS model for hardware startups**
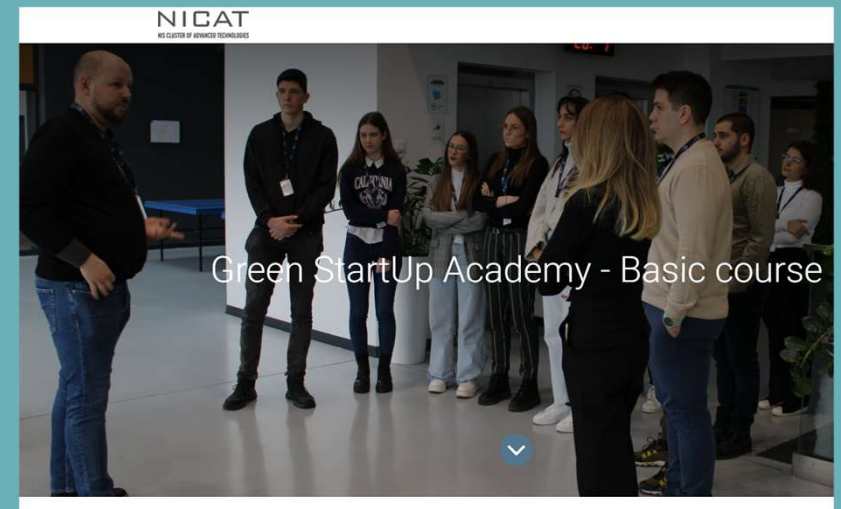


## ☐/EUROPEAN ACADEMY

# Regulatory Changes

- **Increased Compliance Requirements**: Companies face stricter regulations, especially around data privacy and sustainability **(GDPR, ESG, AI)**

- **Alignment with Public Funding**: Access to government and EU funding is increasingly tied to **green and digital goals.**

- **Cross-Border Complexities**: International operations must comply with diverse and evolving legal frameworks.



**▢/EUROPEAN ACADEMY**

# Sustainability Imperatives

- **Carbon Reduction Pressure**: Emissions targets are reshaping production and logistics systems.

- **Push Toward Circular Economy:** Businesses are shifting from linear to circular models focused on reuse and recycling.

- **Stakeholder Demands**: Investors, consumers, and partners increasingly expect environmentally and socially responsible practices.



Green StartUp Academy - Basic course

EUROPEAN ACADEMY

# Critical skill- Proactivity

taking control of situations by planning and acting in advance.

//EUROPEAN ACADEMY

# New tech renaissance in the engineering region-Ni CAT

- **Challenge:**
  Region is underdeveloped, Country is trying to find niche

- **Action:**
  Successful requalification programs for IT using USAID, UNDP, GIZ grants, Lobbying activities, broader coalition

- **Result:**
  National IT strategy adopted, IT one of main industries, region of Nis recognized as centar of tech and Innovations



EUROPEAN ACADEMY

# Group work-25 min

| | Technological Advancements | Market Demands | Regulatory Changes | Sustainability Imperatives | Role of your institution |
|---|---|---|---|---|---|
| Adopting New Technologies | | | | | |
| Managing Supply Chain Transformations | | | | | |
| Upskilling the Workforce | | | | | |
| Ensuring Financial Sustainability During Transitions | | | | | |

EUROPEAN ACADEMY

# „Innovation Bang" (since 2016)

- Brainstorming
- Successful past  practices
- Future trends
- Analytical approach
- Competition



/ EUROPEAN ACADEMY

# Group work-25 min

Group 1- Managing Supply Chain
Transformations
Group 2- Upskilling the Workforce

Group3- Ensuring Financial
Sustainability During Transitions

☐/ EUROPEAN ACADEMY

# 1. Adopting New Technologies

- **Pilot and Scale**: Start with controlled pilot projects before rolling out technologies at scale.

- **Ecosystem Collaboration**: Engage with startups, universities, and tech partners to accelerate innovation.

- **Invest in Digital Infrastructure**: Upgrade systems with cloud platforms, cybersecurity tools, and automation software.

- *Example*: Agri-tech clusters use drones and IoT devices to support precision farming and smart irrigation.

HOME » ARTIFICIAL INTELLIGENCE EMERGING TECHNOLOGY STARTUP FUNDING STARTUP SPOTLIGHT STARTUPS TECH STARTUP NEWS TECH STARTUPS TECHNOLOGY NEWS

### Andreessen Horowitz to raise record $20B AI megafund as global investors bet on U.S. tech

Nickie Louise  POSTED ON APRIL 8, 2025

**Ni Cat actions**

- Survey/usage of AI in companies and actions to make

- Digital training for traditional industries (Digital Innovation Hub)

☐/ EUROPEAN ACADEMY

# 2. Managing Supply Chain Transformations

- **Diversify Suppliers:** Reduce risk by avoiding over-dependence on single sources or regions.

- **Enhance Transparency**: Use blockchain or digital traceability systems to track materials and ensure ethical sourcing.

- **Build Local Resilience**: Strengthen regional supply chains to withstand global disruptions.

- *Example*: Companies diversified its supply chain outside of China during the COVID crisis, prompting tech clusters globally to rethink logistics and sourcing strategies.

### EU announces list of 47 strategic metals projects

By **Julia Payne**

March 25, 2025 1:55 PM GMT+1 · Updated March 25, 2025

COVID

- Wars
- New materials/EU strategic projects

**Ni Cat actions**

- Domestic suppliers
- Advanced payments
- Change in production portfolio

//EUROPEAN ACADEMY

# 3. Upskilling the Workforce

- **Promote Digital Skills:** Equip employees with skills to work with emerging technologies.

- **Lifelong Learning Culture**: Establish continuous education and microlearning programs within the cluster.

- **Inclusive Transformation**: Ensure training reaches all workforce segments, including low-skilled and aging workers.

- *Example*: Companies launched internal digital academies to reskill workers across its industrial cluster and prepare for Industry 4.0.

*„The biggest problem in XXI century will be irrelevance of most population"*
*Harrari*

- Effect of AI on IT Jobs

- New jobs (did not exist 5 years ago) AI Prompt Engineer, Professional TikTok Content Creator, Drone Delivery Technician)

**Ni CAT action**

- Requalification's

- Guide for non IT people for economist, brokerage role

- Soft skills as"critical" skills

/EUROPEAN ACADEMY

# 4. Ensuring Financial Sustainability During Transitions

- **Access to Blended Finance**: Combine public funds, private investment, and innovation grants to finance transformation.

- **Cost-Benefit Focus**: Prioritize actions that lead to long-term efficiency, resilience, and value creation.

- **Risk Management**: Build financial reserves and contingency plans for energy, supply, and market shocks.

- *Example*: Energy cluster transitioned to renewables with the support of public-private funding mechanisms, ensuring financial stability during the green shift.

- „Cash is Oxygen for Business"Vareinchuk
- EU funds, national, regional local

**NI CAT action**
- Master class/how to leverage funds
- Announce next crisis by being on the business
- Engage expert to do analisys and propose
- Build trust with potential partners

☑ EUROPEAN ACADEMY

# Distribution of Information on EU Calls - June 2025

- **Recipients:**

Nikola Vitkovic (Faculty of Mechanical Engineering) and Milan Randjelovic (NTP)

- **Purpose:**

To inform and initiate joint participation in Horizon Europe calls for the year 2025.

- **Key calls and Areas:**

- DIGITAL-EMERGING-01: Focused on the development and application of artificial intelligence to enhance the sustainability and resilience of manufacturing and service sectors. Deadline: October 2025.

- EIE-SCALEUP-01: Supports the strengthening of regional innovation ecosystems through the development of mentoring, infrastructure, and internationalization activities for startups and SMEs. Deadline: September 2025.

- DATA-01:Aims to build secure and interoperable digital infrastructures for data sharing among institutions, companies, and citizens. Deadline: November 2025.

- MSCA-COFUND: Co-finances researcher mobility programs to enhance collaboration between academia and industry through joint research projects. Deadline: December 2025.

EUROPEAN ACADEMY

## Actions

1. The **new EU regulations threatened the entire fishing industry** in Uganda due to different standards.

- The companies joined forces and increased their capacity and quality. 85% of the firms improved their processes and remained competitive.

2. The automotive industry in Yugoslavia was **left out of the transformative processes**. Serbia planned a great future for the automotive sector

- Country invested significant funds to raise potential suppliers to the required level. Currently, the automotive industry through the AC Cluster Serbia is very active and contributes significantly to the GDP. Source: GIZ

/ EUROPEAN ACADEMY

# Challenge 1- EU between China and US







EUROPEAN ACADEMY

# Challenge 2- Is inclusive world feasible
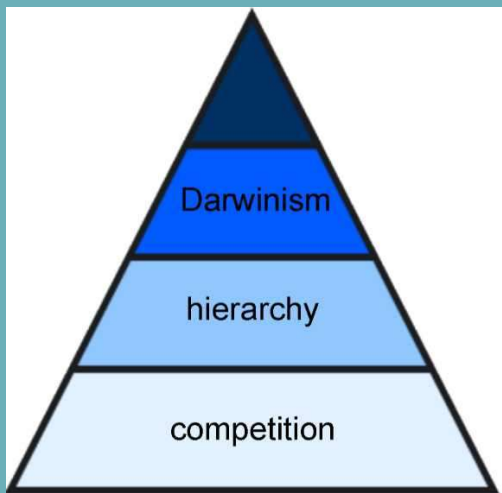


Figure 2-old world





Figure 3-new world

EUROPEAN ACADEMY
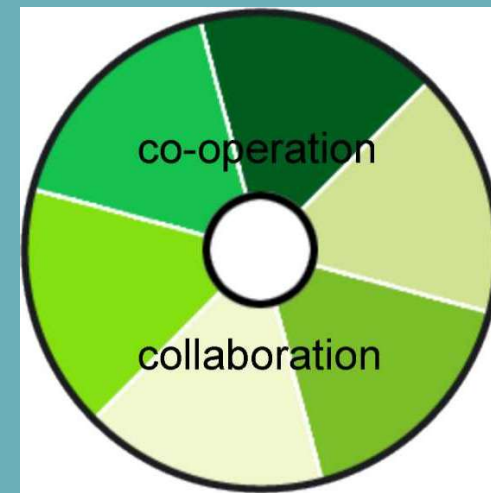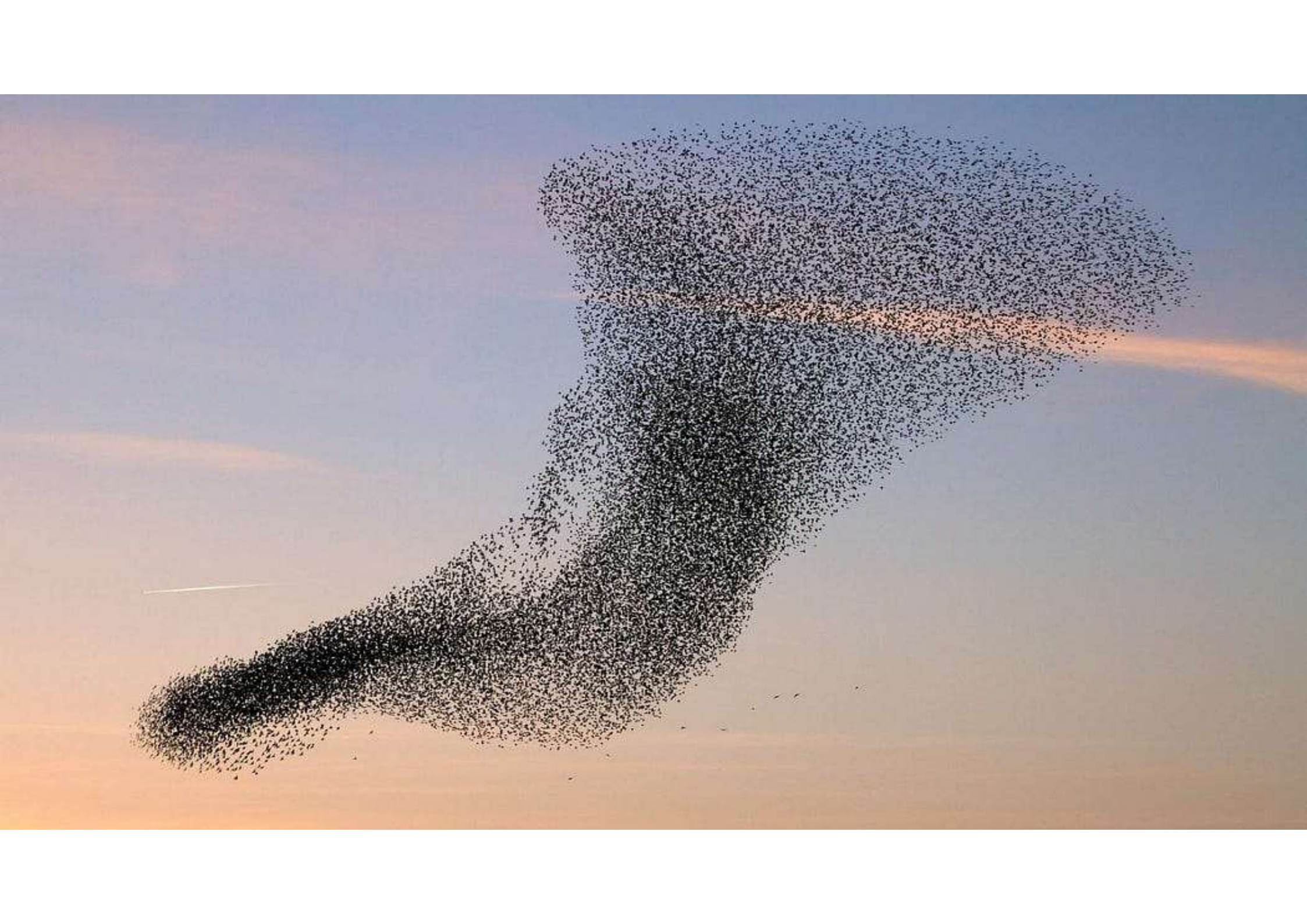
# Critical skill Proactivity

- taking control of situations by planning and acting in advance.

- Plan ahead

- Take initiative

- Focus on what you can control

EUROPEAN ACADEMY

# QA

1. How can public institutions effectively respond to rapid technological advancements without losing stability?
2. What tools or approaches would you recommend for understanding and forecasting changing market demands?
3. How can we stay compliant with evolving regulations while maintaining operational flexibility?
4. What are the best practices for integrating sustainability into public policy and research agendas?
5. How can we ensure financial sustainability during long-term transitions, especially in science and public services?
6. What are the most critical skills public sector employees need to develop to adapt to ongoing changes?
7. What are the common obstacles when adopting new technologies in public or academic institutions, and how can we overcome them?
8. How do we manage supply chain transformations in sectors where public procurement rules are strict and slow?
9. How can collaboration between scientists, policymakers, and the private sector be improved to support innovation?
10. What steps should we take after this training to start applying these principles in our organizations?

EUROPEAN ACADEMY

# Summary and what is next

- Policy level important

- Fast reaction

- Synergy needed

- Best motivator is money

- Obstacles/lack of time, short-term focus

- Check leading trends in your industry

- Identify other stakeholders

- Start with basic assessment using 4 forces

☐/ EUROPEAN ACADEMY

# References

- Math Teachers Protest against calculator use
https://www.reddit.com/r/Damnthatsinteresting/comments/11x0vyz/math_teachers_protest_against_calculator_use_1966/
Accessed 5 July 2025

- Chat GPT blocked in Italy ChatGPT blocked in Italy. – The Ai Guru Ji Accessed 5 July 2025

- RFpNeFeFiFcL 15.12.2018. https://wykop.pl/link/4697803/anw-rewolucja-ai-czyli-droga-do-powstania-superinteligencji-czesc-i
Accessed 5 July 2025

- Developing a competitive table tennis player out of a robot arm, 10 Aug 2024 https://www.designboom.com/technology/google-deepmind-robot-arm-competitive-table-tennis-abb-08-10-2024/ Accessed 5 July 2025

- China's "3 second" E-Commerce Streamer https://www.youtube.com/watch?v=p3RhRB3YJks Accessed 5 July 2025

- Louise, Nickie. *Andreessen Horowitz to raise record $20B AI megafund as global investors bet on U.S. tech* 8 Apr 2025,
https://techstartups.com/2025/04/08/andreessen-horowitz-to-raise-record-20-billion-ai-megafund-as-global-investors-bet-on-u-s-tech/#:~:text=According%20to%20an%20exclusive%20report,bets%20on%20AI%20to%20date Accessed 5 July 2025

- Payne, Julia. *EU announces list of 47 strategic metals projects* 25 Mar 2025, https://www.reuters.com/world/europe/eu-announces-list-47-strategic-metals-projects-2025-03-25/ Accessed 5 July 2025

/ EUROPEAN ACADEMY

# Athens 2025: Advanced EU Funding & Project Innovation Camp

- Smith, Emmett. Meet the robot dog that stands, walks, and rolls through extreme environments 20 May 2025 https://mashable.com/video/deep-robotics-lynx-m20-robot-dog Accessed 5 July 2025

-  Engineering Facts 10 June 2025 https://www.facebook.com/engineeringexploration/posts/created-in-1740-by-italian-sculptor-agostino-fasolato-the-fall-of-the-rebel-ange/745540978019486/ Accessed 5 July 2025

- Elon Musk's SpaceX has achieved something extraordinary https://www.economist.com/science-and-technology/2024/10/13/elon-musks-spacex-has-achieved-something-extraordinary Accessed 5 July 2025

- Simulating Bird Flock Behaviour in Python Using Boids https://medium.com/better-programming/boids-simulating-birds-flock-behavior-in-python-9fff99375118 Accessed 5 July 2025

- *This content was partially created with the assistance of artificial intelligence (ChatGPT), followed by review and adaptation to ensure relevance and applicability OpenAI ChatGPT (2025)*

EUROPEAN ACADEMY

# EU Cluster actions

| Challenge | Action |
|-----------|--------|
| Skill gaps and difficulty retaining talent in small and older firms | Partnering with public recruitment network to support SMEs in **defining HR needs, coaching, and talent strategies** |
| Lack of access to innovation services and collaboration for SMEs | **Cross-regional voucher** system to enable SMEs to buy innovation services and collaborate with research |
| Risk of excluding vulnerable groups through technological change | Inclusive innovation models and employment charters focusing on **reskilling** and support in low-pay sectors |
| Job loss and instability from coal industry decline | EU and **regional funding** to support clean energy transition with a focus on fairness and social acceptance |
| Decline in coal industries threatens jobs and social stability in affected regions. | EU and regional policies provide **long-term support and funding** to manage clean energy transition with focus on fairness and social acceptance. |
| Technological upgrades risk excluding vulnerable social groups, worsening regional inequalities. | inclusive innovation models focusing on reskilling and support for at-risk groups in the agrifood sector; Greater Manchester pilots a '**Good Employment Charter**' to improve job quality in low-pay sectors. |

☑EUROPEAN ACADEMY