



Call 20 Info Session

29 August 2025



samen voor #sterkgroeien

Why applying for a Blue Cluster innovation project as a company?

VLAIO projects aim to:



Strengthen the Flemish economy and accelerate innovation to the market



Provide companies and partners with better and substantive insights



Initiate new collaborations and business plans → +10% extra €



Enable ambitions to succeed



ONGOING

34

NEW
launched in 2024

13

COMPANIES
INVOLVED

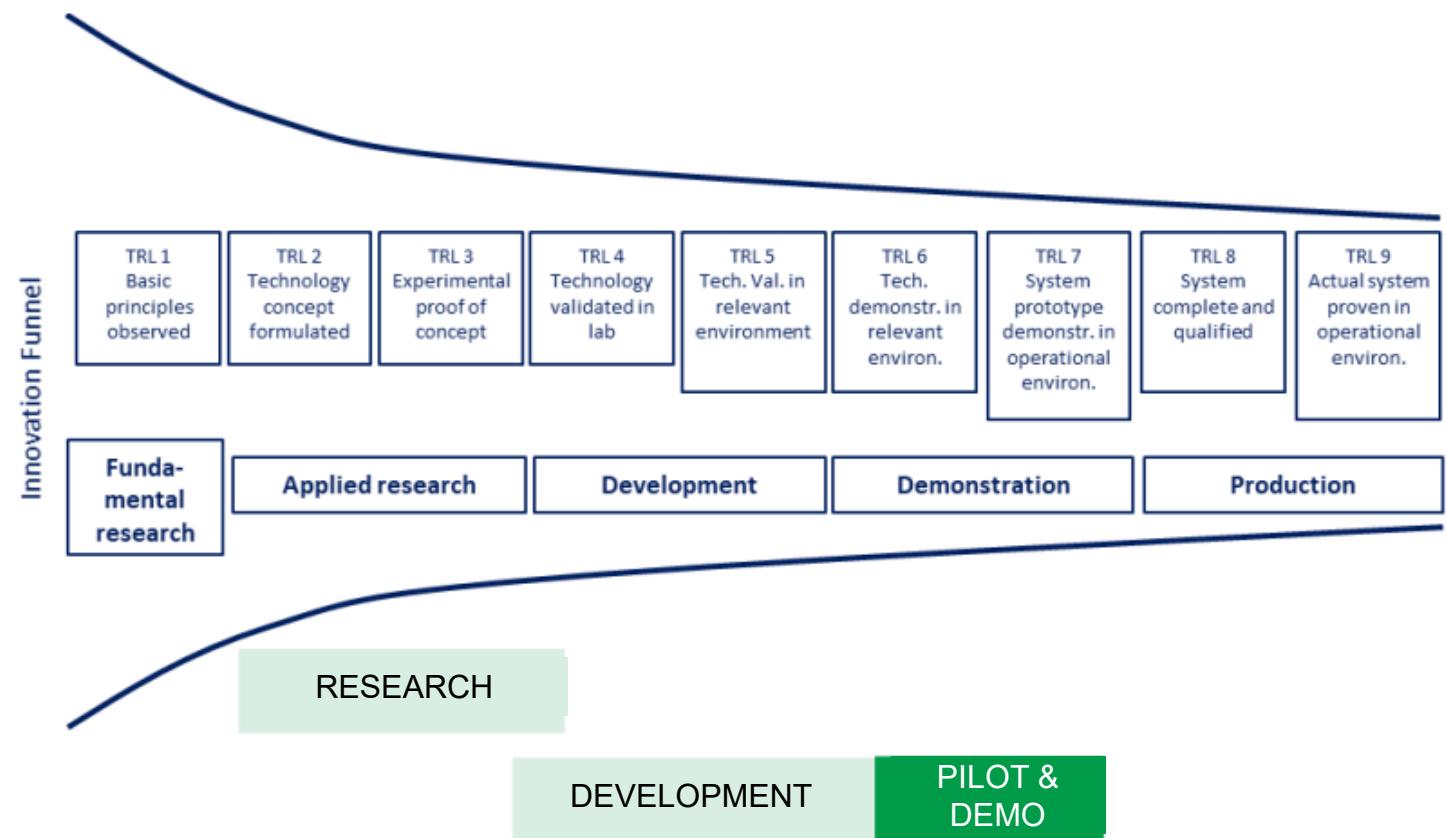
106

€ 29.2 M >> € 26.6 SUBSIDIES

Project evaluation

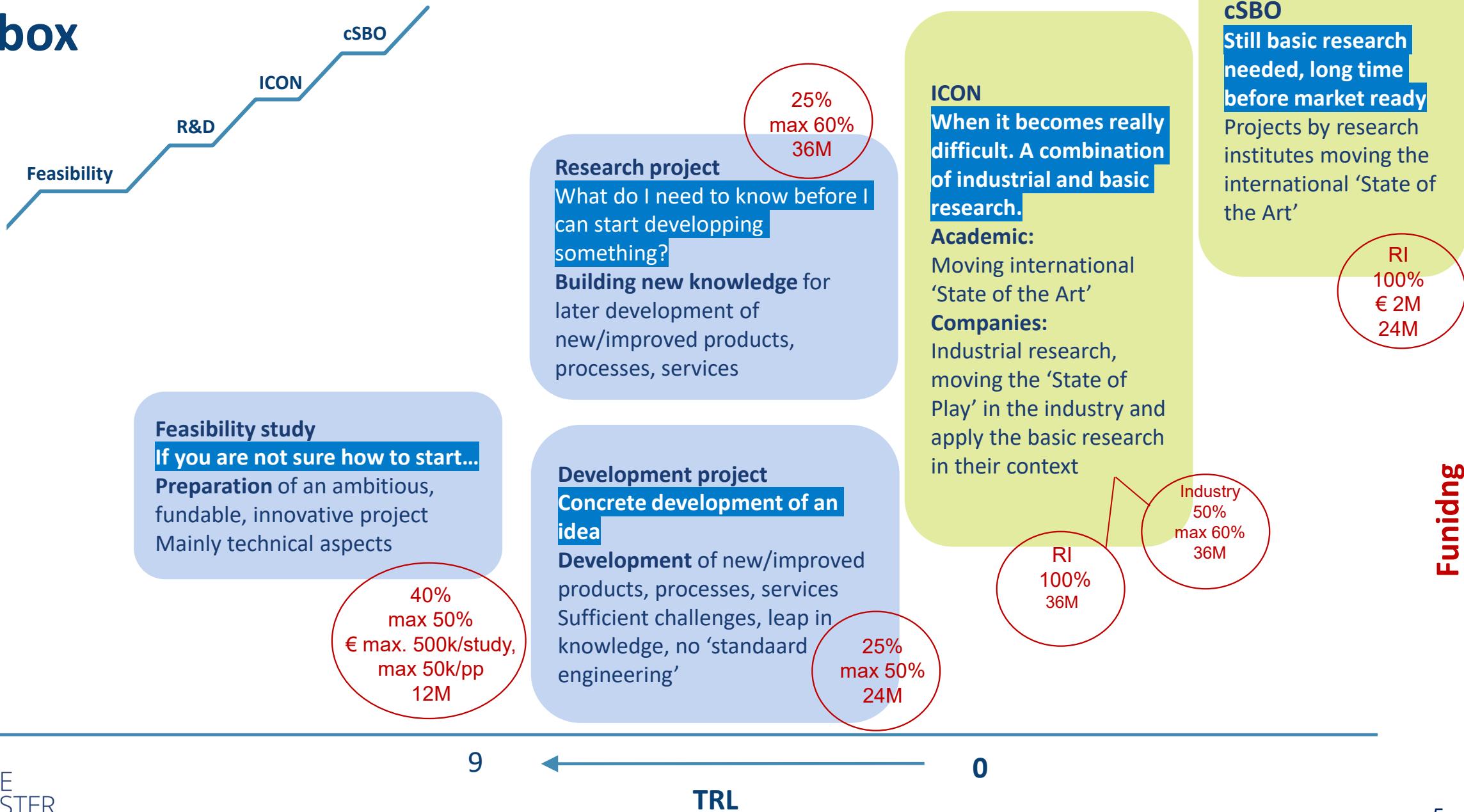
Balance

- Challenges
- Risks
- State-of-the-Art
- Role of knowledge institutes
- Market/Technology readiness



Toolbox

Role of knowledge institutions



Innovation project types in a nutshell:

Feasibility study = generate insights into the potential and feasibility of an innovation as preparation for a follow-up innovation project eligible for funding

High-level tasks

Low risk

Short

Small budget

Research & development projects = developing or strengthening innovative ideas through research and development activities because new knowledge is required

R and/or D tasks

High to medium risk

Medium

Big budget

ICON project = collaboration between research organisations and companies to ensure the industrial relevance of research and to accelerate IP transfer.

Industrial basic research tasks

High risk

Medium / long

Big budget

Funding rate for R&D projects (R/D/HS)

- **Base rate:** costs for activities that support knowledge acquisition
 - 50% for RESEARCH
 - 25% for DEVELOPMENT
 - 25–50% for “mixed” R&D projects
 - 40% for Feasibility Studies
- **Cluster bonus:** +10% for Medium Enterprises, +20% for Small Enterprises
- +10% for effective collaboration (not applicable to Feasibility Studies): minimum 1 SME, no partner may exceed 70% of the budget
- **Maximum rates:**
 - 60% for RESEARCH
 - 50% for DEVELOPMENT and FEASIBILITY STUDIES

RESEARCH vs. DEVELOPMENT

Innovation: new or improved products, services, or processes

- **RESEARCH:**

- Creation of new scientific knowledge and skills beyond the international state of the art (the criterion is NOT: a new application compared to the state of the art)
- Critical, systematic approach aimed at gaining deeper insight into fundamental phenomena
- Significant scientific risks
- strategic for the development of new or improved products, services, or processes

- **DEVELOPMENT:**

- Existing technical, technological, or scientific knowledge and skills, but new to the company
- Technical, technological, or scientific challenges relevant to a specific company or sector in Flanders (but not common practice)
- Aimed at new or improved products, services, or processes

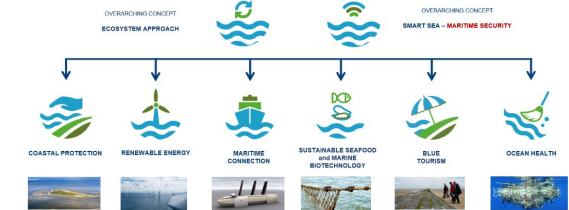
Blue Cluster innovation trajectory



Project partners / companies



BLUE
CLUSTER



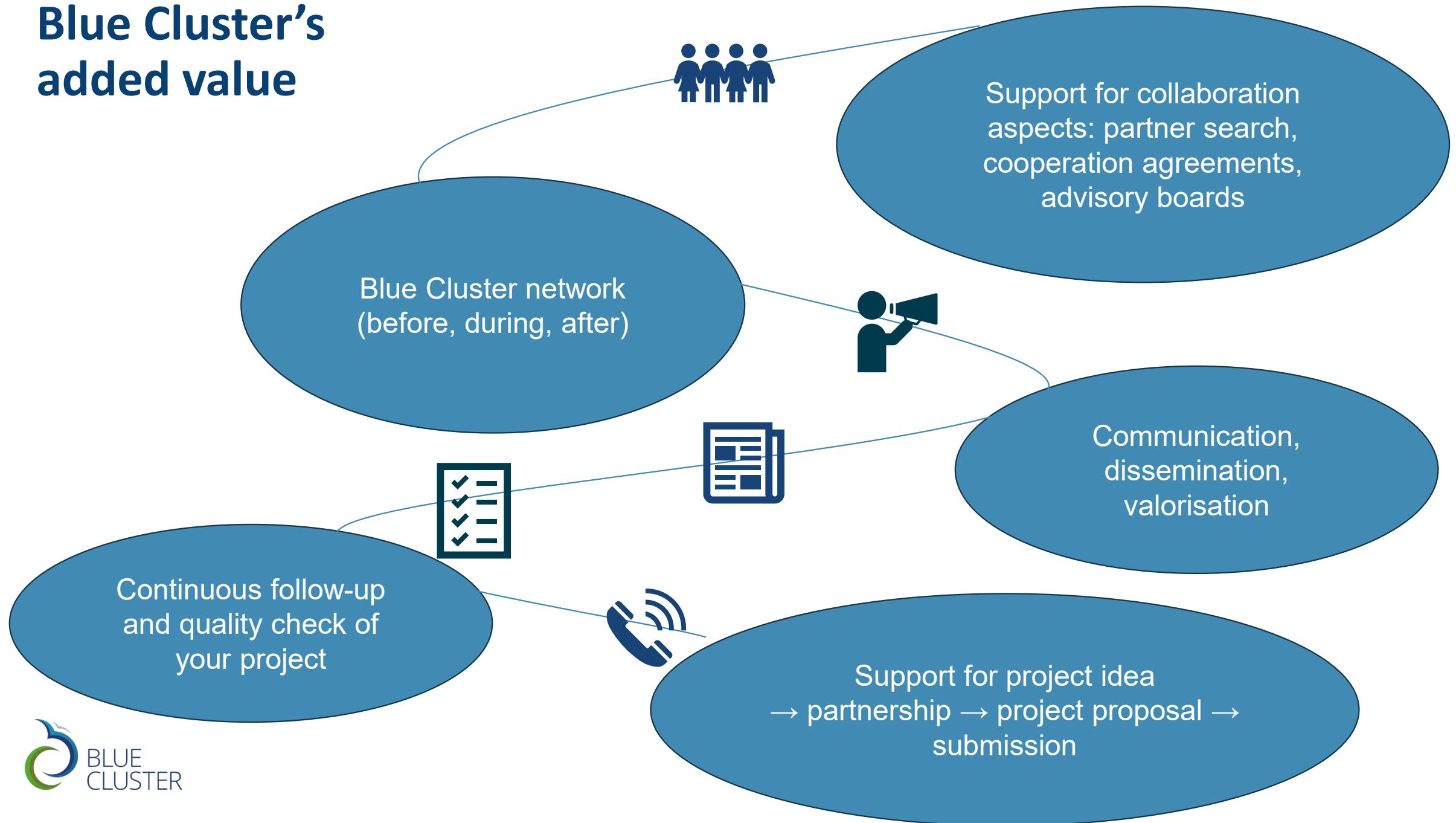
Innovation roadmaps



€ per partner (*) / per innovation project: acquisition fee + success fee

(*) based on membership

Blue Cluster's added value



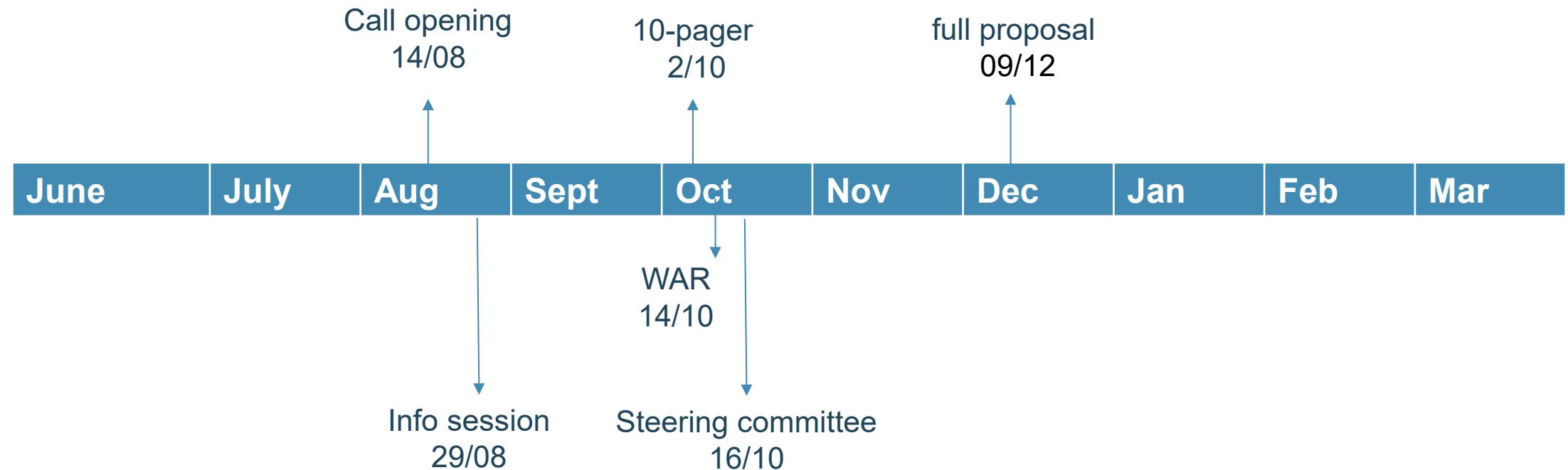
Process flow

PROCESS FLOW FOR SUBMITTING PROJECTS



Procedure | Blue Cluster

Call 20: Timeline



2-pager



Building your project idea

Optional for R&D/ICON/HA

- Contact info
- Title
- Goal
- Domain
- Contribution to the roadmap
- Partners

Meld je projectidee aan

Begin > Voorbeeldweergave > Voltooid

Wil je een cSBO-project aanmelden?

Ja Nee

Contactgegevens ?

Voornaam

Familienaam

Organisatie

E-mailadres



10 - pager

- Summary
- Type & Domain
- Partnership
- Why is this project relevant?
- TRL
- Project approach (*how?*)
- Max. 5 work packages
- Valorisation motivation



Contact us!

Indienen van een project

Home

Weergeven Bewerken

Indienen van een project bij de Blauwe Cluster verloopt uitsluitend via het online formulier. Hiervoor dien je je te registeren op onze website. Dit laat toe om jouw dossier te bewaren en op een ander moment hieraan verder te werken. In de voorbereiding van je aanvraag kan je gebruik maken van het werkdocument. We raden je aan om de innovationmanagers te contacteren bij het ontwikkelen en indienen van de 10-pager!

Call 10 staat open sinds 6 december 2021 en loopt tot en met 4 februari 2021 om 12u.

Aangemelde projecten worden steeds vertrouwelijk behandeld en zullen nooit met derden gedeeld worden, tenzij de indieners hiertoe uitdrukkelijk toestemming geven.

Disclaimer: bij indiening van een 10-pager moet het consortium zich ervan vergewissen dat een project enkel ontvankelijk is als het voldoet aan de clustercriteria. Het consortium verklaart zich akkoord met de voorwaarden inzake lidmaatschap en acquisitiefree die inherent verbonden zijn aan de projectaanvraag. De betrokken partners gaan een engagement aan tegenover elkaar om het project verder uit te werken en uit te voeren. Bij laattijdige uittreding uit een project, neemt de uittredende partner zijn verantwoordelijkheid op ten aanzien van het consortium.



Dien je project in

TIPS FOR A SUCCESSFUL GRANT REQUEST

Clear and concise:

- Knowledge leap: be specific – which (part of a) process, model, method, ...?
- Approach: what method will lead to a solution?
- State of the art: mainly in relation to the knowledge leap, not just a new USP
- Risks: NOT operational risks, but technical-scientific risks
- Valorisation: substantiated employment and investment impacts in Flanders

Logical structure and concrete work package development:

- For each task: which partner, how many person-months, and a concrete description
- Activities must focus on knowledge acquisition – not regular business operations

Important: take into account the advice provided by the WAR, the Steering Committee, VLAIO, and Blue Cluster throughout the process.

Let Blue Cluster support you - do not hesitate to ask questions.

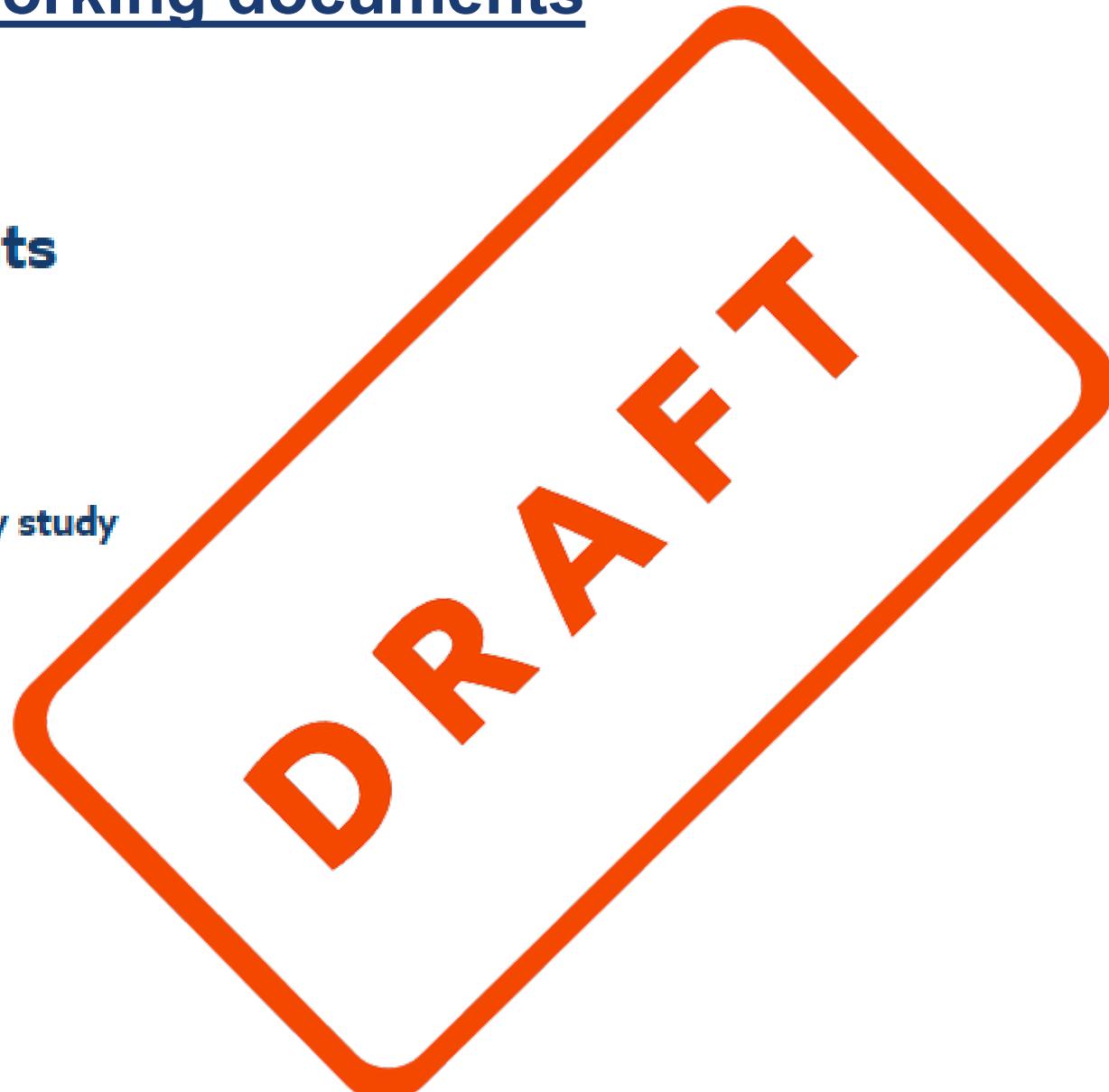


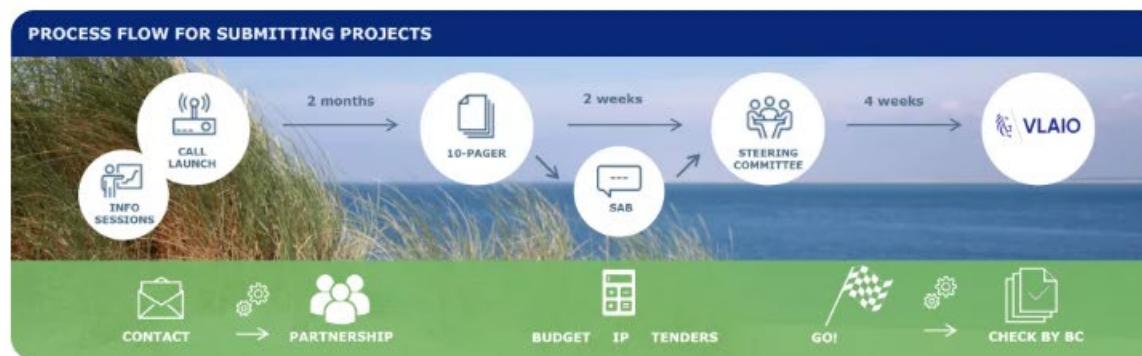
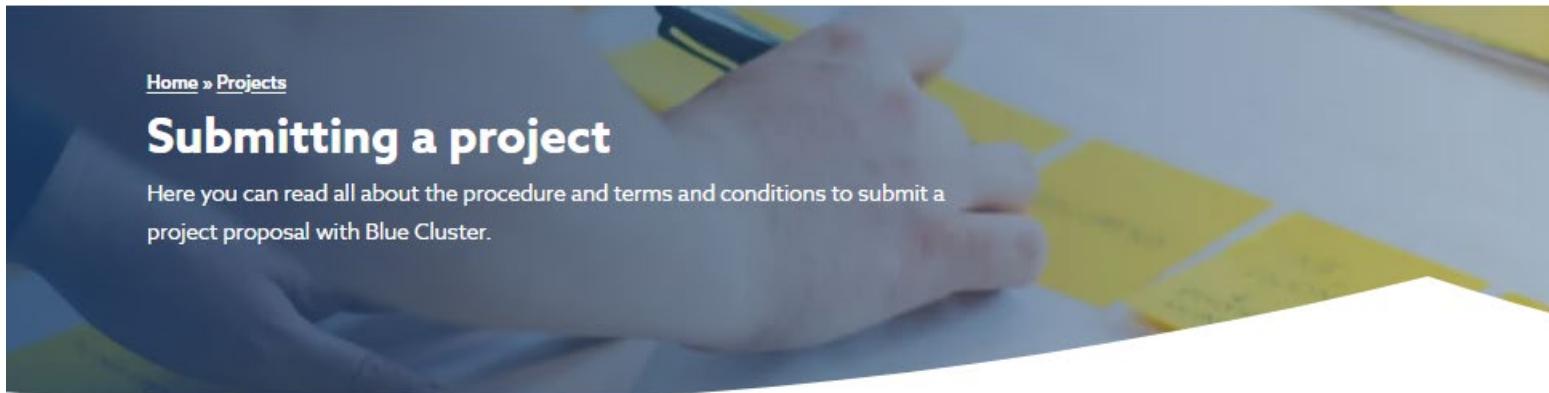


Download the 10-pager working documents

Annexes: working documents

-  [Working document - 2-pager - cSBR](#)
-  [Working document - 10-pager - cSBR](#)
-  [Working document - 10-pager - Feasibility study](#)





Procedure

A project goes through several stages, from idea to complete project application. In each stage, a number of criteria are used to assess to what extent the project is compatible with the cluster strategy and sufficiently mature for further development. The procedure makes it possible to guide the projects towards the best funding channel and improve the quality so as to increase the chance of success in receiving a subsidy. Projects making use of other funding channels and contributing to the roadmaps can also rely on assistance from Blue Cluster.

[Read more about the procedure](#)

REACH OUT, COLLABORATE, AND SUBMIT YOUR PROJECT!



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