



We are Zabala Innovation, the leading international consultancy firm in innovation strategy and R&D&I financing.

Since 1986 we have been accompanying our clients in their innovative drive to turn it into the key factor of their competitiveness.

With this document we would like to invite you to get to know us a little better. Because our experience says that...

*...Together*

**#InnovationWorks**



**600**  
people

**13**  
offices

**5**  
countries

# Zabala Innovation in the world

**13 + 2**  
offices delegations

**5**  
countries

**11**  
partners

**600**  
people



- Own offices
- ◆ Partners
- Delegations

Our track record includes **more than 10,000 client entities**. That means thousands of projects, but above all millions of ideas, a lot of work and enthusiasm. Because at Zabala Innovation, wherever you come from, we can help you.

# Wherever you come from...

**We will focus on you and the way you innovate. We work with:**

## **SMES & STARTUPS**

There are many ways of financing SMEs and Start-Ups and we can guide you and advise on opportunities that best suit your needs.

*Project writing and management/Project Support activities/Cascade Funding/EU Platforms and initiatives/Innovative Strategy/Studies and diagnoses*

## **LARGE COMPANIES**

Public funding is a good opportunity for external financing to help boost your business projects.

*Project writing and management/Project Support activities/EU Positioning/Cascade Funding/EU Platforms and initiatives/Innovative Strategy/Studies and diagnoses*

## **RESEARCH & ACADEMIA**

We seek to fund ambitious projects through the association and coordination of teams, in order to position European research entities among the international scientific leaders.

*Project writing and management/Project Support activities/EU Positioning/EU Platforms and initiatives/Innovative Strategy/Studies and diagnoses*

## **EUROPEAN INSTITUTIONS & ASSOCIATIONS**

We collaborate with European institutions, associations and public-private partnerships, to promote innovation.

*Cascade Funding/EU Platforms and initiatives/Innovative Strategy/Studies and diagnoses*

## **PUBLIC ADMINISTRATION**

We help public administrations in the definition, implementation and evaluation of innovation policies and in their positioning towards EU funding programmes.

*Project writing and management/Project Support activities/EU Positioning/Cascade Funding*



Together  
innovation  
Works

# ... we can help you

Here are some of  
our results

## → PUBLIC FUNDING FOR PROJECTS

### Proposal elaboration

We are experts in European Projects and we work with diverse EU funding programmes. We identify the scope, based on our clients' ideas, we write and develop complete proposals, including the administrative, technical and financial aspects.

2014-2020

900+

Proposals submitted

€750 M

in current yield

33%

Success rate

2021- now

800+

Proposals submitted

€3.1 BILLION+

in current yield

40%

Success rate

\*EU average rate: 13%.

### Project management and support activities

We lead different actions to support the implementation of your project. We provide project management; communication, dissemination and exploitation; social innovation; cascade funding; EU platforms management; policy recommendations and PPI and PCP.

60+

Projects as partners

10+

Projects as coordinators

850+

Project collaborators

### Positioning

We help organisations to position themselves as key partners for EU projects in strategic areas of interest. Methodology focused on enlarging the client's areas of influence in EU programmes and fostering its participation in new areas.

20+

Years of experience in Brussels

35+

Years of experience in EU programmes

### Expert advice and capacity building

We provide our clients with tailor-made consulting services and advice on European projects and funding programmes. We assess the alignment of project ideas with potential EU funding and we deliver expert training and ad-hoc revisions that increase the quality of proposals.



# ... we can help you

Here are some of  
**our results**

## → INNOVATION CONSULTING

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### **EU Platforms and initiatives**

*Zabala Innovation has developed its expertise in establishing and managing European Platforms of experts, starting with the management of the Smartgrids European Technology Platform back in 2008. Since then, Zabala Innovation has been involved in the coordination and support of different initiatives of strategic relevance for the EU.*

**10+**

*projects and  
contracts with the  
EU Commission*

### **Studies and diagnostics**

*We collaborate with public administrations to promote innovation and assist companies in integrating innovation into their overall strategy through planning, the analysis and evaluation of projects, programmes, plans, strategies, R&I policies, innovations, technologies, industry and entrepreneurship.*

**40+**

*European Studies*

### **Innovation Strategy**

*We guide companies through the definition and implementation of tailor-made innovation strategies, that allow them to tackle any transformational challenge in a coordinated and effective manner. The perfect link between the definition and development of new products or services and an organisation's overall business strategy.*

**30+**

*years of practical  
experience in business  
innovation consulting*

# *Key partner in EU* initiatives

At Zabala Innovation we have been working on **EU funding programmes since 1986**. This has provided us with competences that allow us to adopt different roles:

COMMUNICATION,  
DISSEMINATION AND  
EXPLOITATION

EU PLATFORMS  
MANAGEMENT

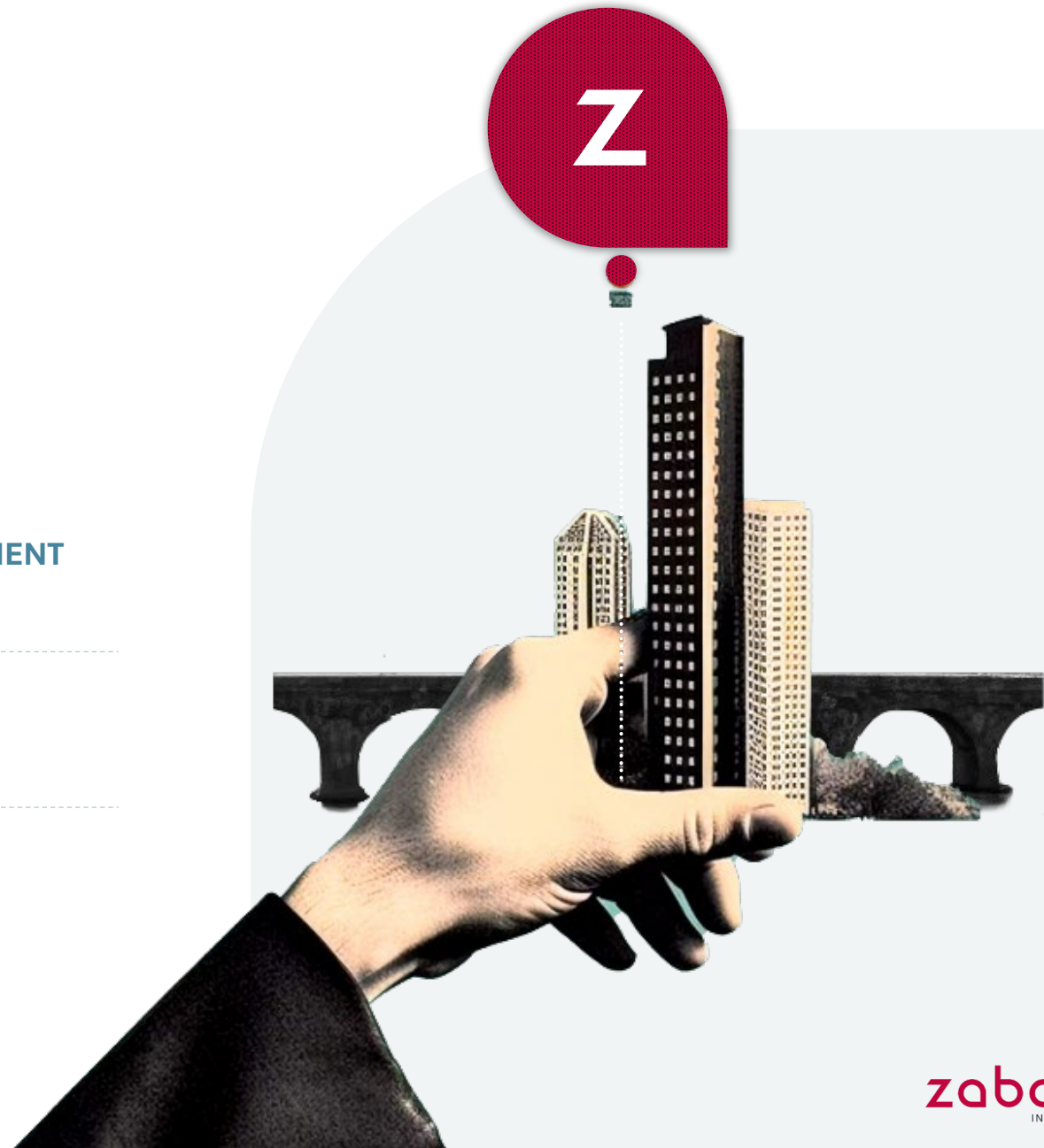
PROJECT  
MANAGEMENT

PUBLIC PROCUREMENT  
OF INNOVATION

POLICY ANALYSIS &  
RECOMMENDATIONS

CASCADE  
FUNDING

SOCIAL INNOVATION  
AND ETHICS



# Our working model

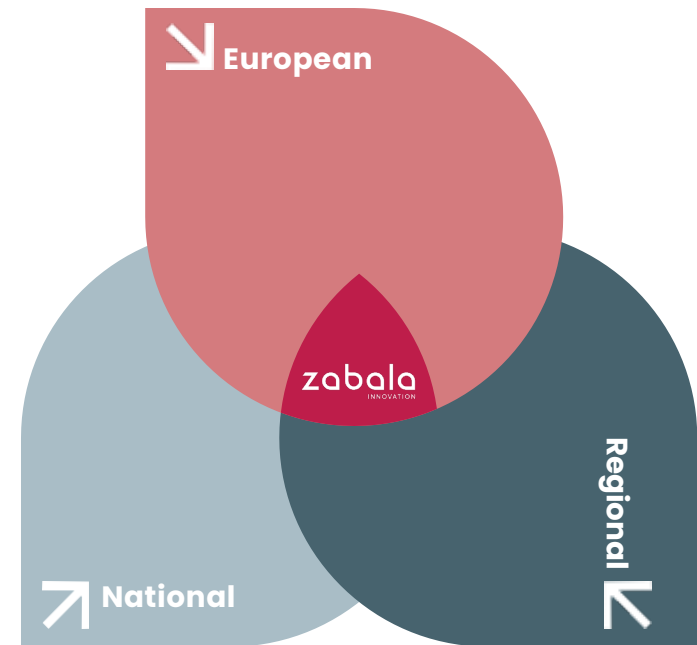
## Integrated innovation management

**Understanding innovation as a whole that transcends reality is the only way to innovate. Knowing everything to evolve your company. Working hand in hand to revolutionise your goals.**

### **We work on:**

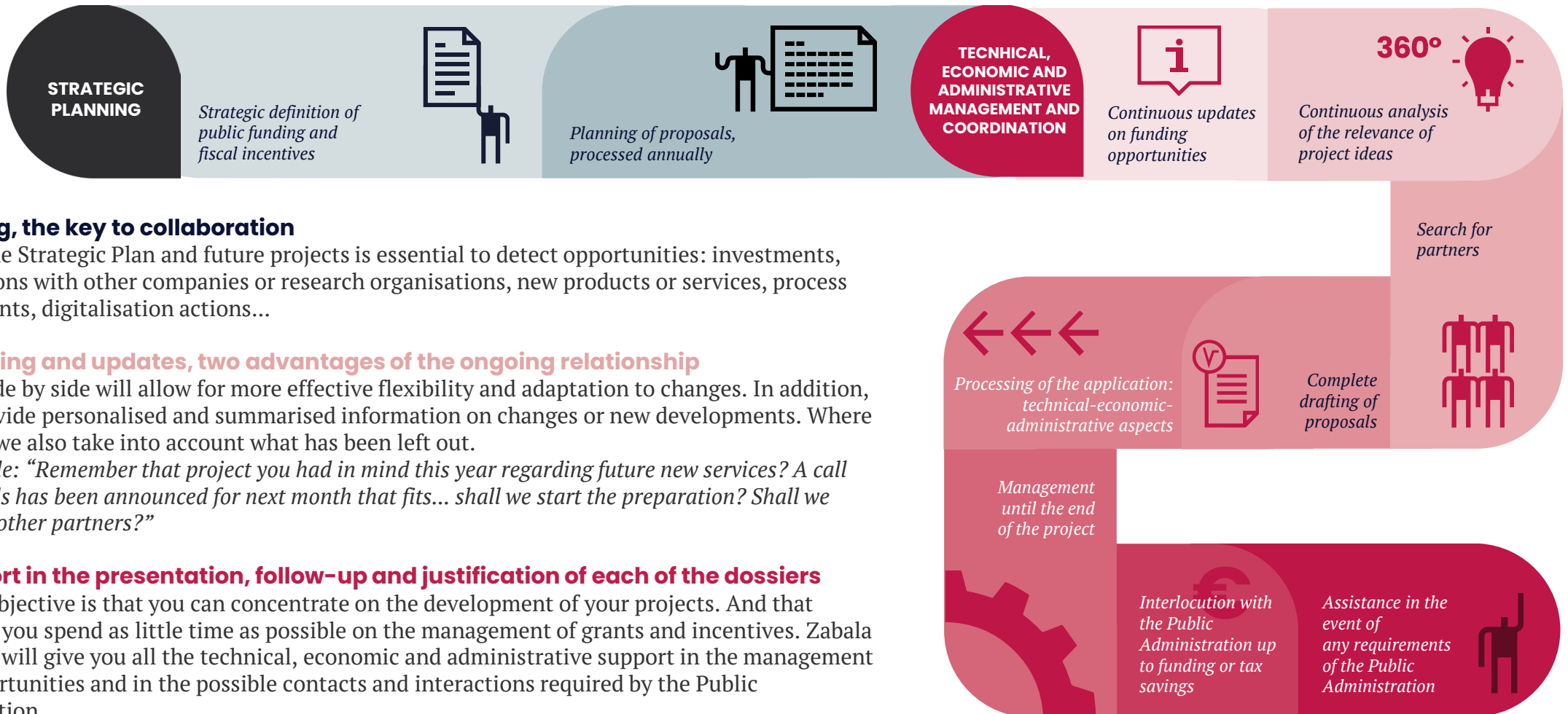
- R&D&I
- Investment, digitalisation and competitiveness
- Energy efficiency and environment
- Recruitment of research personnel
- Internationalisation
- Sustainability

**And, for all of them, we have developed an efficient and rigorous work method, which we develop through identified milestones, to maximise funding for your activities and investments while minimising your commitment.**



# Our methodology

**Innovation is the path, accompanying you is our destiny. We believe in a methodology based on total support, from the idea to the end of the project's life cycle.**



## 1st Sharing, the key to collaboration

Knowing the Strategic Plan and future projects is essential to detect opportunities: investments, collaborations with other companies or research organisations, new products or services, process improvements, digitalisation actions...

## 2nd Planning and updates, two advantages of the ongoing relationship

Working side by side will allow for more effective flexibility and adaptation to changes. In addition, we will provide personalised and summarised information on changes or new developments. Where necessary, we also take into account what has been left out.

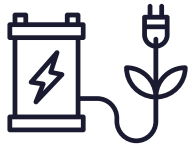
*Real example: "Remember that project you had in mind this year regarding future new services? A call for proposals has been announced for next month that fits... shall we start the preparation? Shall we contact the other partners?"*

## 3rd Support in the presentation, follow-up and justification of each of the dossiers

Our main objective is that you can concentrate on the development of your projects. And that means that you spend as little time as possible on the management of grants and incentives. Zabala Innovation will give you all the technical, economic and administrative support in the management of the opportunities and in the possible contacts and interactions required by the Public Administration.

# Areas of expertise

We organise ourselves in Knowledge Areas (KAs) according to areas of expertise. In this way, it is the project that is important, not the sector.



**ENERGY**



**MOBILITY**



**INDUSTRY  
& DIGITAL**



**ENVIRONMENT**



**BIOECONOMY  
& AGRO**



**SECURITY, SPACE  
& DEFENCE**



**SCIENCE &  
EDUCATION**



**HEALTH**



**SOCIAL**



**REGIONS**



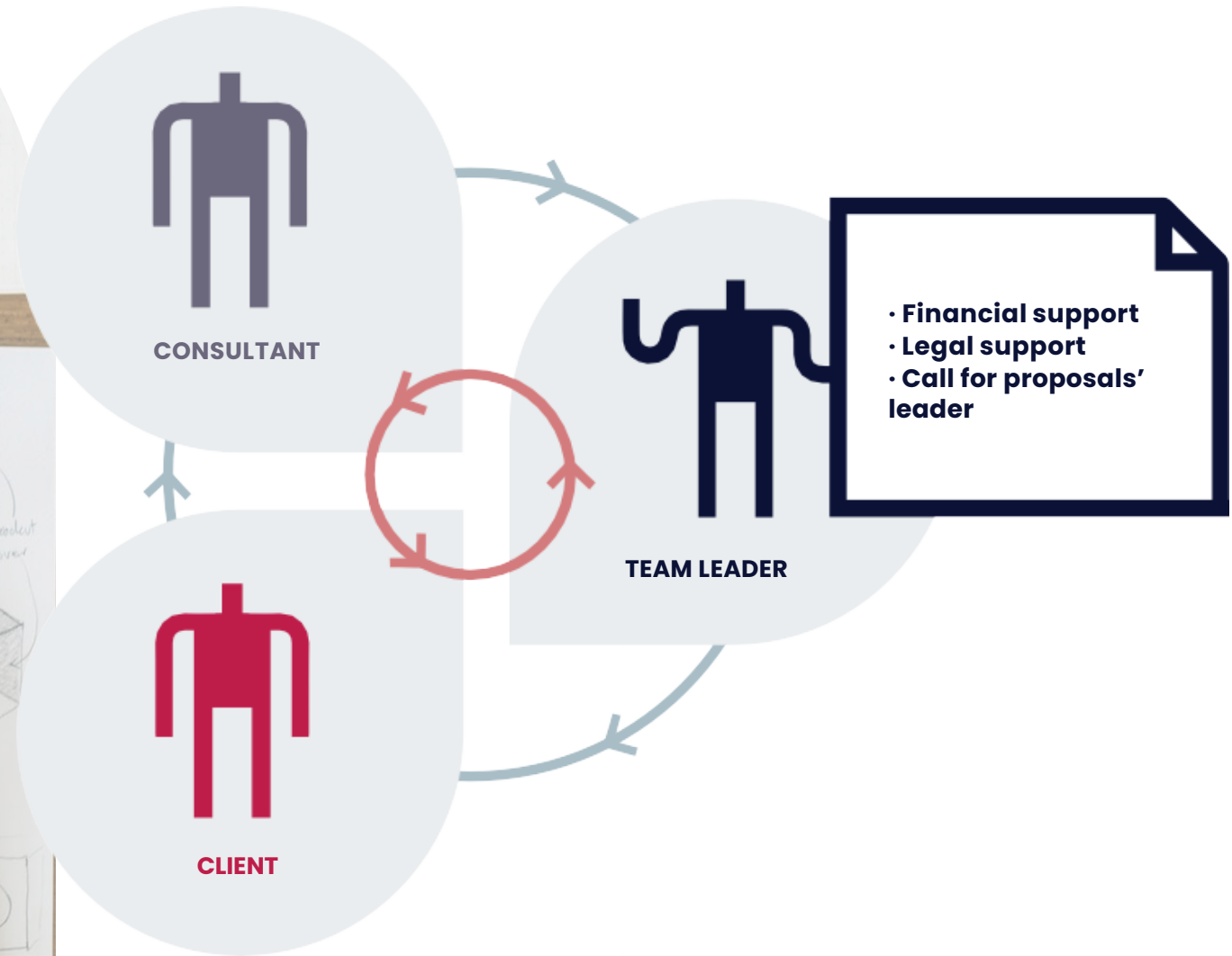
**INTERNATIONAL**



**ENTREPRENEURSHIP**

# Teaming up

The best way to tackle each project is to work together, forming a highly qualified multidisciplinary team.



# OUR DNA European spirit

## 130+ European projects and studies.

**We lead** some of the most cutting-edge projects and studies that, thanks to innovation, help to solve European problems with an international approach.

In many others, we participate as an **expert partner** in horizontal activities: Cascade Funding (Call management); Dissemination and communication; Exploitation of results; Social impact; Management of knowledge platforms.



\* Data updated on  
zabala.es

- Projects, Studies and Platforms led by Zabala Innovation
- European projects
- Studies and Platforms (international tenders)
- Cascade funding



### Energy, Mobility

(led by)

- ATELIER (City Of Amsterdam)
- BATTERIES EUROPE
- BELENUS (U. Complutense)
- BIO-FLEXGEN (RISE)
- BRIDGE (EU Commission)
- CIRCUSOL (VITO)
- CL-WINDCON (TENER)
- ENERGETIC (INSA)
- EU GUGLE (TENER)
- EUNIVERSAL (EDP)
- EU-SYSFLEX (Eirgrid)
- ETIP-SNET (EU Commission)
- FLAGSHIP (Iberdrola)
- FLOATGEN (IDEOL)
- HYDROPOWER EU (ICOLD)
- NAIMA (TIAMAT)
- NESOI (SINLOC)
- NEXTBAT (VTT)
- OPENGELA (Gobierno Vasco)
- REPLICATE (Fomento SS)
- REZBUILD (Officinae Verdi Group)
- ROMEO (Iberdrola)
- S4ALLCITIES (EXUS)
- sCO2-flex (Électricité De France - Edf)
- SENATOR (Correos)
- SINFONIA (RISE)
- SMART CITIES (Zabala Innovation)
- SMARTSPEND (EUREC)
- STARDUST (TENER)
- SUNROAD (Zabala Innovation)
- XFLEX HYDRO (EPFL)



### Climate, Natural Resources and Environment

(led by)

- BIORESCUE (Monaghan Mushrooms Ireland)
- BUTANEXT (Green Biologics)
- GO-GRASS (ATB)
- INNEON (Zabala Innovation)
- LIFE NADAPTA (Gobierno de Navarra)
- PRE-HLB (CSIC)
- PROBIO (Greenovate)
- RUBIZMO (RISE)
- URBAN KLIMA 2050 (IHOBE)
- MDNP (EU Commission)



### Digitalisation

(led by)

- ALTFINATOR (Civitta)
- BLOCKCHERS (Zabala Innovation)
- DAPSI (Zabala Innovation)
- DATA-MARKET-SERVICES (Zabala Innovation)
- DIGIFED (CEA)
- EUHUBS4DATA (ITI)
- FIWARE-FINODEX (Zabala Innovation)
- IRSUS (Zabala Innovation)
- LT OBSERVATORY (Zabala Innovation)
- NGI EXPLORERS (F6S)
- MEDIA-FUTURES (LUH)
- REACH (CEA)



### Social challenges

(led by)

- IMMERSE (Comillas)
- SLIM (Universidad Politécnica)
- START IN (MEB Manisa)
- WASTE4THINK (Deustotech Instit)



### Industry, Aerospace

(led by)

- EFFECT (Youris.com)
- IIT (Aalto University)
- FETFX (APRE)
- SPIRE (A.Spire Association)



### Health, Agri-food and Bioeconomy

(led by)

- BOW (CSGI)
- DOCTIS (VHIR)
- HIVACAR (Idibaps Y Hospital Clínic)
- RBDCOV (HIPRA)
- SPIOMET4HEALTH (Fundació Sant Joan de Déu)
- VES4US (CNR)
-

# We coordinate strategic initiatives and in EU platforms

Here are some **examples**

**Zabala Innovation has positioned itself as a relevant actor for the European Commission (EC) in the inception and management of European Platforms, working in close cooperation with different EC Directorates-General (DGs) and associations**

## In Contract Services and Tenders

- **BRIDGE** Cooperation group of Smart Grid, Energy Storage, Islands and Digitalisation H2020 and HE projects (2006-2023)
- **ETIP SNET** European Technology and Innovation Platform for Smart Networks for Energy Transition (2006-2023)
- **MDNP** EU-Latin America Mineral Development Network Platform (ongoing)
- **EIP-SCC** European Innovation Partnership on Smart Cities and Communities (ended)
- **A.SPIRE** Sustainable Process Industry through Resource and Energy Efficiency (ended)

12+

Years of experience in EU platforms coordination

1000+

Stakeholders managed across all platforms

- *Coordinated*
- *Strategic partner*

## In EU Projects

- **ETIP HYDROPOWER** European Technology and Innovation Platform on Hydropower (ongoing)
- **BATTERIES EUROPE** European Technology and Innovation Platform on batteries (ongoing)
- **SET-IndEU** Coordinate the Secretariat to support the activities and results of the SET Plan Implementation Working Group 6 (ongoing)

Full coordination of the Initiatives and the daily activities of the platforms, including the management of several expert Working groups and Task Forces

Online knowledge platform development

Management of the boards and relations with the EC

Steering the development of RD&I Roadmaps, Strategic Agendas and Implementation Plans Communication, Dissemination and marketing plan development and execution

High-level political events and expert workshops organisation

**zabala**  
INNOVATION



# Kaila

## Our intelligent platform

Kaila is a platform developed by Zabala Innovation to boost innovation ecosystems in Europe.

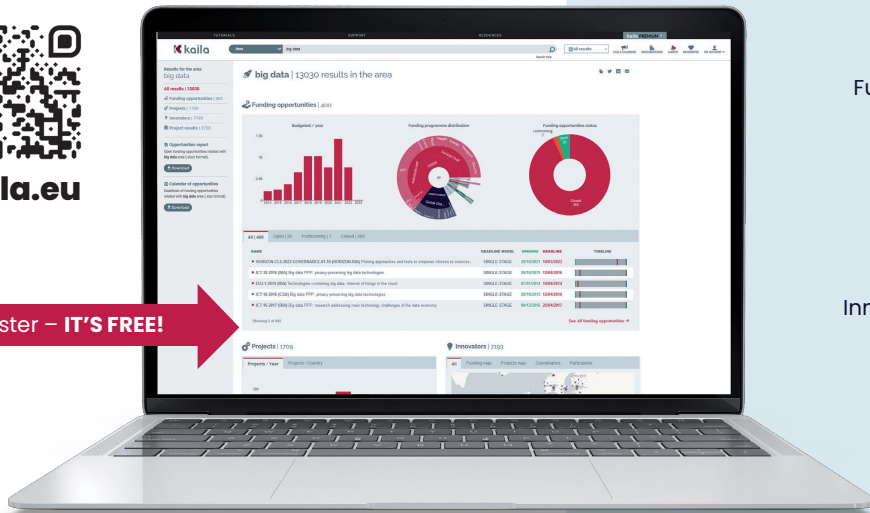
It integrates the main EU open data sources in a single environment.

It offers tools to analyse innovation trends and exploit data on innovation projects approved in Europe.



kaila.eu

Register – IT'S FREE!



### Kaila in one click

Some figures on its power



**+722.000**

Projects results



**+206.000**

Innovation projects



**+18.000**

Funding opportunities



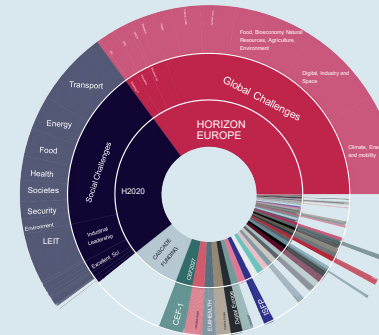
**+214.000**

Innovative organisations

### Practical examples

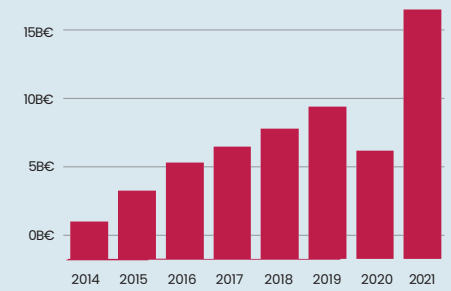
Find out which programmes and calls for proposals you can find funding for your projects.

DISTRIBUTION OF THE BUDGET IN THE MAIN EUROPEAN FUNDING PROGRAMMES (2019 - 2022)



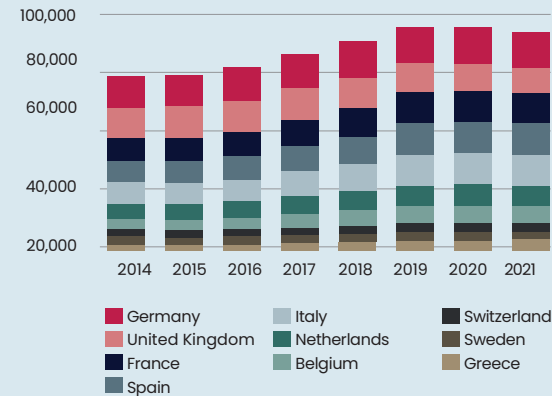
Analyse the evolution of European funding in the areas of your interest.

BUDGET ALLOCATED TO THE MAIN EUROPEAN FUNDING PROGRAMMES PER YEAR.



Find out about the geographical areas, countries, and organisations which are carrying out innovation projects in Europe.

NUMBER OF PROJECTS PER YEAR AND COUNTRY



MAP OF PROJECT COORDINATORS (2019-2022)



**We  
have it  
very  
clear**

## Our mission

We are committed to our customers. We help them innovate in a global market: we anticipate their needs with loyalty and efficiency.

We are a benchmark in the management and public financing of R&D&I projects. Thanks to our experience, we stand out in the innovation ecosystems of innovative companies, universities, technology, and research centres, R&D units, investment companies, and public administrations.

**We promote strategic alliances between the agents of this network to create value.**

We believe that there is a historic opportunity for Europe to lead the transformation to a more social and sustainable world, with more equality serving all people.

The Sustainable Development Goals are the beacon of this journey, **and the journey is led by people.**

At Zabala Innovation we develop as professionals and serve the society to which we belong.

# Our values

- **TRUST**  
*Trusting others and deserving the trust of all people.*
- **INTEGRITY**  
*Respect and be ethical with customers, suppliers, the society and the environment.*
- **COOPERATION**  
*Work as part of a team, contributing ideas that benefit the company, customers and suppliers.*
- **INNOVATION**  
*Encourage and manage change by taking initiatives and risks in moderation. Acquire and share knowledge with each others.*
- **COMMITMENT**  
*Fulfill all commitments and agreements that the Company has freely entered into.*
- **FREEDOM AND RESPONSABILITY**  
*Living in freedom by accepting responsibility, as well as the results and consequences of one's actions.*

# Our vision

*Our roots are our culture and values, our commitment to our customers' needs. We have become a leader, and we will continue to grow sustainably if we take care of those roots.*

*To this end, we have to face new challenges: the opening up to an increasingly global world, the impact of new technologies on a society that demands sustainability, equality, and balance with nature. The Zabala Innovation tree takes care of its consolidated branches, others have recently emerged and we will generate new ones in the future.*

**We have learned to take care of each project, now it is up to us to preserve the whole ecosystem.**



PROJECTS

PROJECTS

CULTURE  
shared by  
LEADERS

CLIENTS

## People with values

*Trust, Integrity, Cooperation, Innovation, Commitment,  
Freedom and Responsibility.*

# Innovation Decalogue

**1. Integrating innovation into the company's overall strategy.**

Innovation benefits the productivity of the company and becomes the key factor in the competitiveness of organisations.

**2. Management itself must take ownership of the innovation process.**

Management must invest time in innovation and put all resources in hand to monitor, protect, incentivise and control it.

**3. Always innovate with the market in mind.**

Innovation starts from the identification of market needs. It only makes sense to the extent that it succeeds in satisfying them.

**4. Facing risk.**

It takes a strong condition to go against the tide. Without risk, there is no failure, but there is no success either. You must be flexible and open to change. Being risky should not mean being reckless.

**5. Delegating and concentrating on one's know-how.**

Management must be involved in what is to be done and what for. Leave the how to an expert team.

**6. Innovate it's ok, but in a planned way.**

Define budgets according to objectives. Conduct technology watch, prepare an analysis of the situation, and demand results within a reasonable timeframe (neither in the short term nor too late).

**7. Formalising ideas into innovation projects.**

Projects are tools for developing an innovation strategy. They are the only way to qualify for financial aid and incentives. They must be based on three basic pillars: technical, commercial, and financial.

**8. Cooperate as much as possible with companies and research organisations.**

In terms of innovation, one plus one is much more than two. Collaborate with Technology Centres and universities, through contracts that transfer knowledge. Cooperate with companies that complement the company's activity.

**9. Allocate reasonable material and human resources.**

Dedicate skilled staff to come up with ideas and to capture the good initiatives of others.

**10. Facing the future by integrating the Culture of Innovation in the company.**

Innovation, together with cooperation and internationalisation, are the keys to the 21st century. Only through a knowledge-based economy will it be possible to face the challenges of a globalised market.

# Let's talk!

Contact us for all your needs



@Zabala  
Innovation Europe



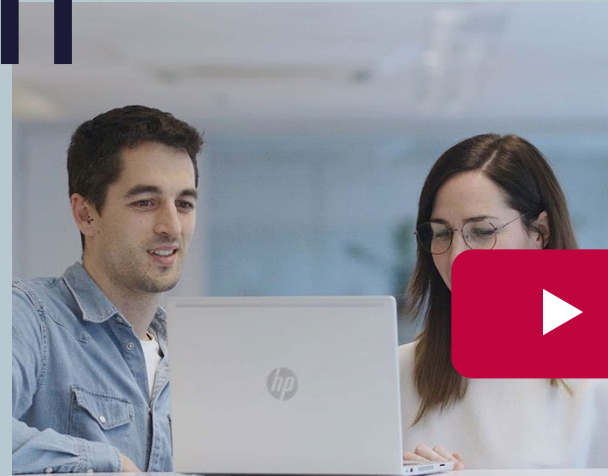
@zabala\_innovation



@Zabala Innovation

[www.zabala.eu](http://www.zabala.eu)

## The most important in just one minute



## We are Zabala Innovation



# *Together* **#InnovationWorks**

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[www.zabala.eu](http://www.zabala.eu)