



EUCLUSTERS  **TALKS** ★

An initiative of the European Union



Generative AI:

Potential and challenges for business application

22 November 2023

08:30-09:45 CET

Online

#SingleMarket30

Agenda

1. News from the European Cluster Collaboration Platform
Nina Hoppmann, *Team Member, European Cluster Collaboration Platform*
2. The EU AI Act
Antoine-Alexandre André, *DG CNCT, European Commission*
3. Views from practitioners
Antonio Novo, *Managing Director, Cluster IDiA*
Dobroslav Dimitrov, *Co-Founder, Imperia Online JSC; member of ICT Cluster Bulgaria*
4. Funding opportunities
Nina Hoppmann, *Team Member, European Cluster Collaboration Platform*

Housekeeping rules

Zivile Kropaite, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

Save the Date: European Cluster Conference

The next European Cluster Conference is around the corner!

When? **7-8 May 2024**

Where? **Brussels – Square**

What? **Panel discussions, parallel sessions, workshops, matchmaking, site visits, exhibition**

Submit your topic and speaker ideas for the programme by 24 November!

[https://ec.europa.eu/eusurvey/runner/ECCallforideas2023](https://ec.europa.eu/eusurvey/runner/ECCCallforideas2023)



Take part in the Cluster Booster Academy

The Cluster Booster Academy is an annual event designed for 35 to 50 **cluster managers**. This third iteration will maintain a hybrid format, this time spanning five days:

- **3 days of online training sessions: 23-25 January 2024.** In the mornings from 10 AM to 2 PM CET. This virtual component comprises 1 full day and 2 half days with smaller, more interactive sessions.
- **2 days of in-person training sessions: 11-12 March 2024,** hosted at the Automotive Cluster in Sofia, Bulgaria, allowing participants to personally get to know each other, strengthen networking, and enhance collaboration.

If you are a cluster professional looking to enhance your skills, [apply now](#).



Host a Clusters meet Regions event!

The objective of the [‘Clusters meet Regions’ events](#) is to facilitate the implementation of good practices where clusters play an active role in regional economies and are **drivers for economic transition**, and to create and promote **collaborations between clusters and regional stakeholders** for the industrial development of the regions.

The next **call** to host a ‘Cluster meet Regions’ event is published! It is open to institutions such as clusters, regional agencies for economic development, and business network groups.

Need inspiration? Come to **Kraków, Poland – 11-12 December 2023**; registration open



Feedback survey and topic submission for EU Clusters Talks

Please share your suggestions!

We are constantly looking for ways to improve our ECCP activities to best suit the needs of our community.

As such, we kindly ask for your **feedback** on the EU Clusters Talks and submit your **topic ideas for 2024!**

https://ec.europa.eu/eusurvey/runner/EUClustersTalks_November2023



The EU AI Act

Antoine-Alexandre André
DG CNCT, European Commission



European
Commission

SHAPING EUROPE'S DIGITAL FUTURE

The proposed AI Act

Antoine-Alexandre André – DG CNECT A.2

Why regulating AI systems?

Solid framework
of EU legislation
already in place
at EU and
national level

HOWEVER

**Specific features
of AI**
can make application
and enforcement of the
existing rules more
challenging and generate
**risks to safety and
fundamental rights**



**A
tailored
regulatory
response is
needed**

AI Act fundamentals

**Parliament &
Council agree**

**1. Horizontal
Approach**

**2. Product-safety
legislation logic +
fundamental
rights**

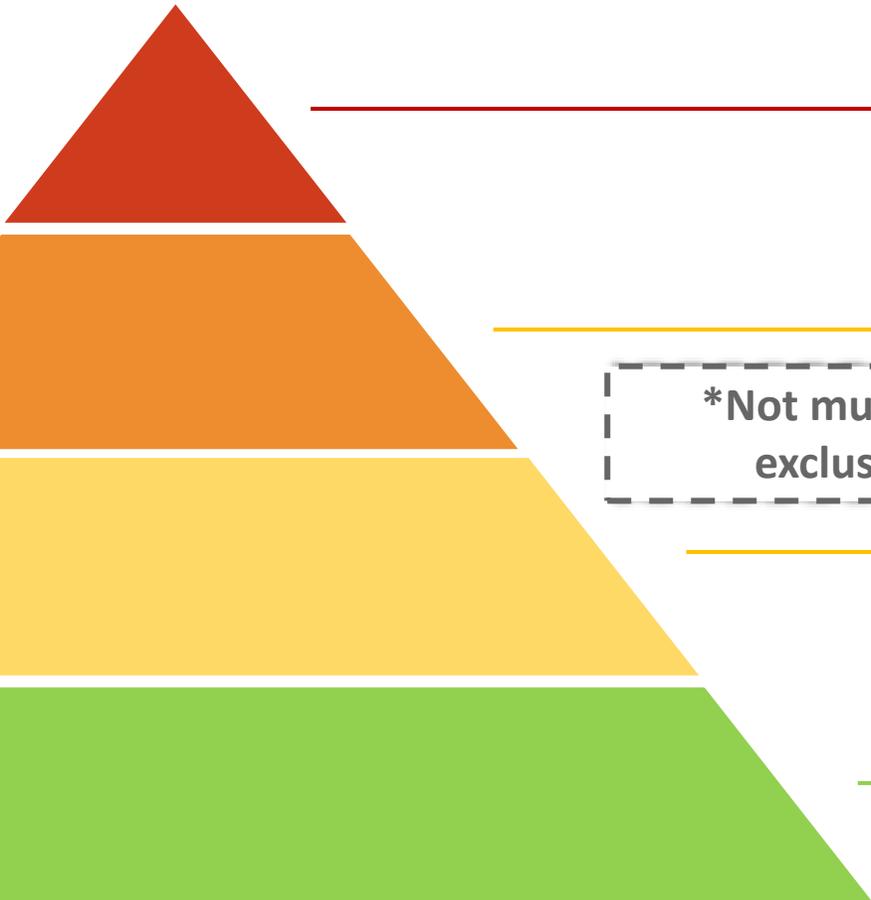
TRUST

**3. Risk-based
Approach**

**4. Set of
requirement for
providers of
high-risk AI
systems**

A risk-based approach

Parliament & Council agree



***Not mutually exclusive**

Unacceptable risk

e.g. social scoring, remote biometric identification in publicly accessible spaces

High risk

e.g. recruitment, medical devices

'Transparency' risk

'Impersonation' (e.g. chatbots)

Minimal or no risk

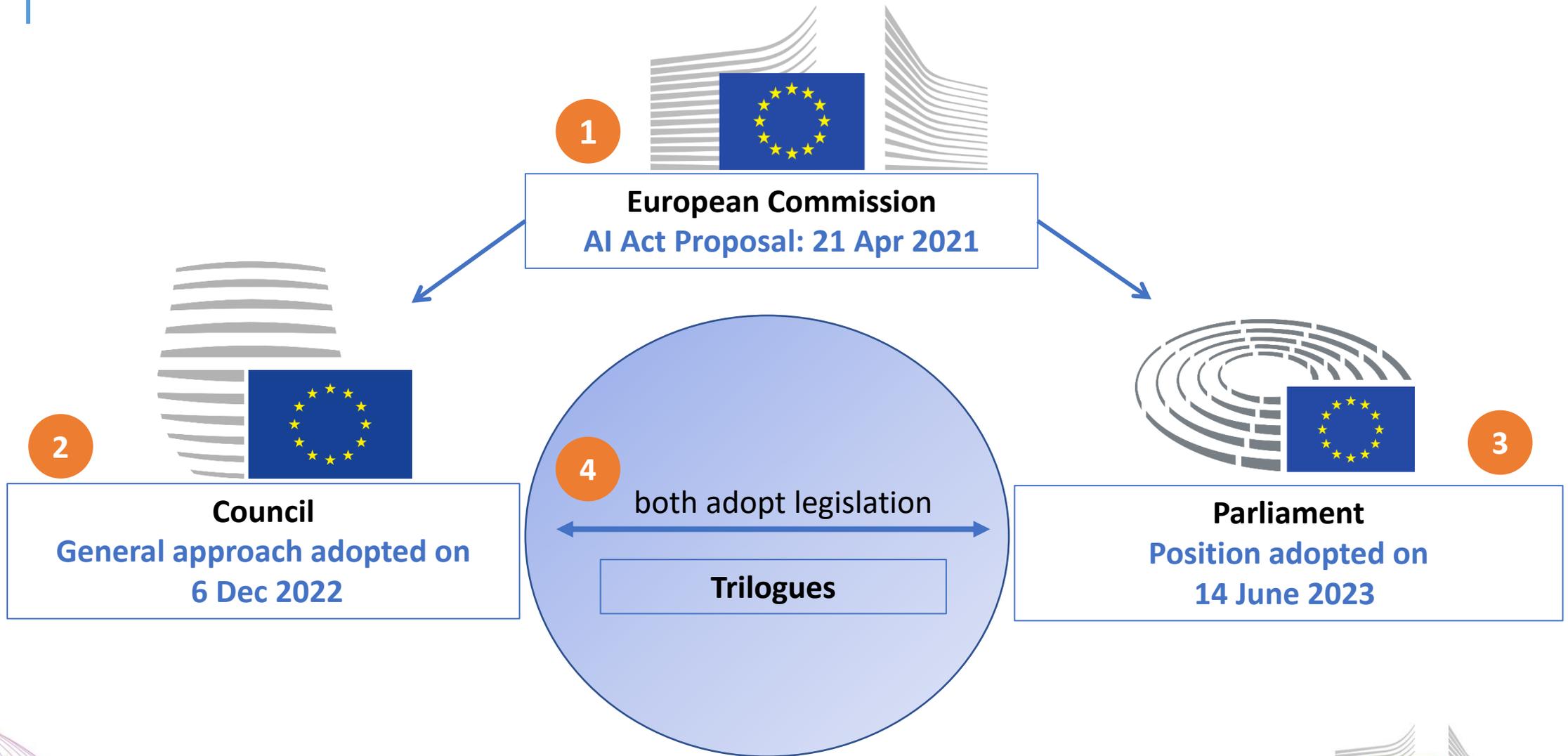
Prohibited

Permitted subject to compliance with AI requirements and ex-ante conformity assessment

Permitted but subject to information/transparency obligations

Permitted with no restrictions

State of play of negotiations



Political discussions focus on

- ▶ **Foundation models/General Purpose AI:**
discussions to govern foundation models with transparency obligations and possibly further obligations for models which pose particular risks
- ▶ **Governance:**
discussions to centralise oversight at European level, enabling pooling resources and cooperation with similar entities around the world
- ▶ **Law enforcement:**
discussions to reconcile the positions; Council with more emphasis on protecting State security interests, the Parliament on protecting citizens' fundamental rights

Thank you

antoine-alexandre.andre@ec.europa.eu

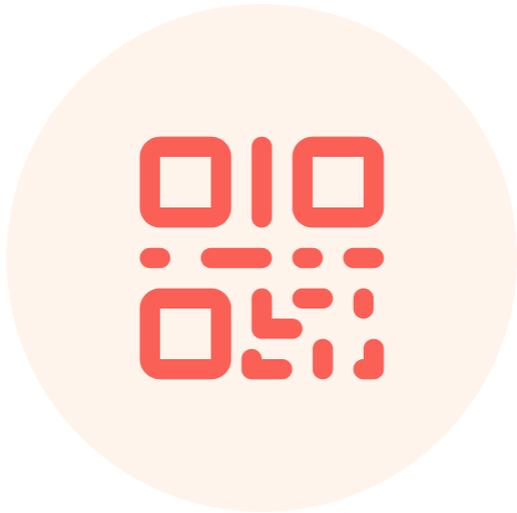


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**Join at slido.com
#GenerativeAI**

ⓘ Start presenting to display the joining instructions on this slide.

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Are you applying AI solutions in your organisation?

ⓘ Start presenting to display the poll results on this slide.

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Where do you see business application potential for generative AI?

ⓘ Start presenting to display the poll results on this slide.

Views from practitioners

Antonio Novo,
Managing Director, Cluster IDiA

Dobroslav Dimitrov,
Co-Founder, Imperia Online JSC;
member of ICT Cluster Bulgaria

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What could be challenges to apply generative AI in a business environment?

ⓘ Start presenting to display the poll results on this slide.

FUNDING OPPORTUNITIES

Beyond the horizon: A human-friendly deployment of artificial intelligence and related technologies

- Projects should, among others:
 - Understanding and awareness raising about successful existing deployment of AI and the impact they have on European economy and society, providing a reality check of capabilities/benefits, but also limitations of current AI solutions, and how the latter are currently addressed.
 - On the basis of lessons from successful deployment, analysis of the implementation of the ethics principles for trustworthy AI.
 - Structurally enhanced capacities to foresee, evaluate and manage the future and longer term opportunities and challenges associated with artificial intelligence and related technologies.
 - Well founded and prioritised recommendations for European policy on R&I
- Deadline: 7 February 2024
- HORIZON-RIA HORIZON Research and Innovation Action
Topic ID: HORIZON-CL2-2024-TRANSFORMATIONS-01-06
- Published on [Funding & Tenders Portal](#)

Leverage the digital transition for competitive European cultural and creative industries

- Projects are expected to contribute to:
 - Validated and refined measures to increase the use of innovative digital technologies by Europe's cultural and creative industries (CCIs), with a view to increased competitiveness and sustainability.
 - Significant contributions to strengthen the ability of European CCIs to contribute to a human-centred digital transition.
- Funded proposals should set up at least **four small scale pilot trials** under real world conditions to test and refine the proposed support measures. To ensure validity of the results across different national contexts and company sizes, the pilot trials need to involve at least four different Member States/Associated Countries, as well as CCI companies of different size.
- Deadline: 7 February 2024
- HORIZON-IA HORIZON Innovation Action
Topic ID: HORIZON-CL2-2024-HERITAGE-01-03
- Published on [Funding & Tenders Portal](#)

AI-driven data operations and compliance technologies (AI, data and robotics partnership)

- Projects are expected to contribute to:
 - To enable companies and public sector to easily comply with existing and emerging regulation and create value on data assets that they possess or that they acquire from the market
 - Define, quantify and measure bias in data sets (especially those used for AI development).
 - Shorten the time-to-market and reduce development costs of compliant data solutions
 - Contribute to open, trusted and federated Common European data spaces.
 - Quantify and reduce the environmental footprint of data operations which will contribute to the Green Deal target “no net emissions of greenhouse gases by 2050”
- Deadline: 19 March 2024
- HORIZON-IA HORIZON Innovation Actions
Topic ID: HORIZON-CL4-2024-DATA-01-01
- Published on [Funding & Tenders Portal](#)

Opportunities for SMEs: Calls from Euroclusters

- AIBC: Open Call for **digitalisation services and product development** targeted at European SMEs from the **manufacturing, mobility, logistics and energy sectors**, working on the AI & BC technologies and/or interested in adopting AI & BC solutions; deadline 16 January 2024
- B-Resilient: Acceleration lump sums targets **food processing and producing** SMEs intending to optimise their use of biomass via digital and sustainable tool solutions; deadline 1 February 2024
- CirclnWater: Knowledge lump sum is willing to boost SMEs' development or growth by facilitating **access to external training or consultancy services**; meant for an individual SME that is offering **water-smart solutions**, especially for the agrifood & energy-intensive industries; deadline 2 October 2024
- E-Boost: Five calls to identify product innovations to reduce dependency on critical inputs and technologies in the E- BOOST value chains, to introduce new-to-firm products or services, and to engage actors from regions with different levels of economic development; targets are SMEs from the **mobility** ecosystem
- ELBE: Financial support for **training** on “Sustainability & Digitalization”, “Sustainable Business, with focus on general ESG issues, UN Sustainability goals and a materiality analysis”, “Factlines Platform for ESG reporting”; deadline 31 December 2023
- EPICENTRE: Support via mentoring, coaching and training for SMEs from **Digital and Fintech to Health and Agri-food** sectors; deadline 5 December 2023
- FRIEND CCI: Call for **providers** offering solutions in **digitalisation, greening, and internationalisation** to collaborate with **Creative and Cultural** SMEs for the realization of funded projects; deadline 1 August 2025
- GEMSTONE: Financial support for **training** related to **Green Manufacturing**; deadline 31 December 2024

Opportunities for SMEs: Calls from Euroclusters

- INGENIOUS: **Internationalisation** grant for SMEs operating in **energy-intensive industries** to develop activities related to Africa, Asia, North America and Latin America; deadline 30 September 2024
- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025
- METASTARS: Call for **innovation services** for green technology development, digitalisation, upskilling and reskilling, internationalisation, and information security systems for SMEs from the **aeronautics, space, defence and ICT sectors**; deadline 31 December 2023
- PIMAP4Sustainability: Support for **upskilling and reskilling** projects for photonics, advanced materials, advanced manufacturing, aerospace, metalworking and industrial production SMEs; deadline 31 December 2023, 29 February 2024, 30 April 2024
- RESIST: 2nd **Innovation** Open Call for improved technologies and processes in production in the **Automotive – Mobility – Transport** ecosystem; deadline 12 December 2024
- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024
- RESIST: **Coaching and mentoring** for assessment and feasibility services; deadline 1 November 2024
- **All calls here:** <https://clustercollaboration.eu/open-calls>

Register for the next Talks

29 November

Green Transition Support: Energy and resource efficiency in EU businesses

6 December

STEP: Strategic Technologies for Europe Platform

13 December

ECCP Activities: Wrap-Up and Outlook

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THANK YOU

