



**EUSALP** EU STRATEGY FOR THE ALPINE REGION  
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## WEBINAR OUTCOMES: DIGITAL INNOVATION IN THE ALPS: EU FUNDING OPPORTUNITIES

23 June 2025

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## Alpine Space

As part of its capacity-building programme, the EUSALP Secretariat organised a series of four webinars focused on EU funding opportunities in May/June/July 2025. The third episode was held on 23 June and focused on **digital innovation**.

### Priorities for digital innovation in the alps

Speakers highlighted the pressing need to enhance digital connectivity, support local digital ecosystems, and address the digital skills gap. A strong emphasis was placed on developing user-centric public services, fostering data-driven governance, and leveraging technology to support green transition and social inclusion. The alpine region aims to act as a testbed for scalable digital solutions, connecting innovation with tangible territorial impact.

### Keynote: Successful practices from AKTANTIS

**Marielle Campanella** from Aktantis delivered an insightful presentation illustrating how Alpine stakeholders can effectively tap into European funding opportunities to drive digital innovation. She showcased concrete examples from international projects, such as those funded under DIGITAL Europe, Horizon Europe, and Interreg, and highlighted the strategic use of **cascade funding mechanisms**. These tools, often underutilised, provide simplified access to financial support for SMEs, start-ups, and public bodies through vouchers, open calls, and tailored support services. Her testimonial offered a clear roadmap for local actors seeking to pilot digital solutions, scale innovative ideas, or strengthen their involvement in transnational ecosystems.

### Overview of current open calls

Participants were presented with a detailed overview of EU open calls relevant to digital innovation in the Alps, with a focus on both Horizon Europe and the Digital Europe Programme. Among the key opportunities highlighted:

- [HORIZON-CL4-2025-03-DATA-13](#)

*Fostering Innovative and Compliant Data Ecosystems:* aimed at creating data governance frameworks and tools aligned with EU regulations like GDPR and the AI Act.

- [HORIZON-CL4-2025-03-HUMAN-18](#)

*GenAI4EU Central Hub:* supporting the development of a European ecosystem around generative AI, including coordination and data access.

- [HORIZON-CL4-2025-04-DIGITAL-EMERGING-05](#)

*Soft Robotics for Advanced Physical Capabilities:* focused on robotics innovation applicable to healthcare, manufacturing, etc.

- [HORIZON-CL4-2025-04-DIGITAL-EMERGING-07](#)

*Enhanced Learning Strategies for General Purpose AI:* developing more efficient and ethical methods to train AI models.

- [HORIZON-CL4-2025-03-DATA-09](#)

*Stakeholder Alignment for Telco Edge Cloud Infrastructures:* supporting smart regional services through localised edge-cloud integration.

- [HORIZON-CL4-INDUSTRY-2025-01-HUMAN-63](#)

*Value Creation Pilots for Scaling Up Innovative Solutions:* promoting Industry 5.0 transformation through participatory approaches.

- [HORIZON-CL4-2025-02-SPACE-41](#)

*Copernicus Climate Change Service Evolution:* enhancing Earth observation methods to support Alpine climate resilience.

- [DIGITAL-2025-AI-08-SUPPLY-AI](#)

*Apply AI: GenAI for Public Administrations:* funding pilot projects deploying GenAI for improved service delivery and multilingual access.

These calls collectively target data ecosystems, AI integration, robotics, digital infrastructures, and climate monitoring, offering Alpine stakeholders strategic entry points for funding projects that align with local needs and transnational innovation priorities.

### Insights from the audience

During the interactive session, participants shared their views on strategic themes for digital innovation. Artificial Intelligence emerged as a central priority, with Alessio Pastorino, leader of EUSALP Action Group 5, emphasising AI as a core focus for the group's next three-year working plan. He also expressed the need to identify suitable partners. Florian Maurer highlighted the potential of AI factories and facilities to support innovation ecosystems across Alpine regions. The platform [Ideal-ist.eu](#) was also recommended as a valuable resource for finding project partners across Europe.

### Contact

Francesca La Greca, EUSALP Policy Officer, together with the external Policy Advisors, remains available to provide further information or support upon request.