



WP3

D3.4: Funding strategy



Co-funded by
the European Union

101144027 — SEBcoVE — ERASMUS-EDU-2023-PEX-COVE

SEB CoVE

SMART ELECTRICITY FOR BUILDINGS

D3.4: Funding Strategy



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Table of Contents

Abstract.....	4
Keywords	6
SEBCoVE Funding Strategy for 2025-2028.....	7
1. Introduction	7
2. Funding Objectives.....	8
3. Funding Sources and Financial Instruments.....	9
3.1 European Union and Public Grants	9
3.2 Private Sector and Industry Collaboration	10
3.3 Complementary and Innovative Funding Models	10
4. Resource Allocation & Financial Planning	12
5. Implementation Roadmap	13
Funding Toolbox for the SEBCoVEs	14
6. Monitoring & Evaluation.....	14
7. Funding Strategy Action Plan (2025-2028).....	15
8. Conclusion	16
APPENDIX.....	17
Examples of Alternative Funding & Philanthropy	17

D3.4: FUNDING STRATEGY	Page 3 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

REVISION HISTORY

Rev.	Date	Author	Document Sponsor	Revision Summary
1	15/02/2025	Ilija Vuchkov	KA	1 st draft
2	23/02/2025	Emmanuel Karapidakis	KA	2 nd draft
3	25/02/2025	Konstantinos Androulakis	KA	Reference to the funding toolbox

REVIEWERS

Rev.	Date	Author	Document Sponsor	Reviewed
1	25/02/2025	Evaggelos Pomboudakis	KA	YES
2	27/02/2025	Constantinos Andronis	KA	YES Document control Layout review



D3.4: FUNDING STRATEGY	Page 4 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

Abstract

The **Funding Strategy 2025-2028** for SEBCoVE outlines a comprehensive financial plan to ensure the sustainability and growth of the **Smart Electricity for Buildings Centres of Vocational Excellence (SEBCoVE)**. The strategy focuses on securing diverse funding sources, optimizing resource allocation, and aligning with key **EU and national funding opportunities** to support the digital and sustainable transformation of the **Smart Electricity for Buildings (SEBs)** sector.

To achieve financial resilience, SEBCoVE will leverage **European Union grants** (such as Erasmus+, Horizon Europe, and the European Social Fund Plus), **national and regional funding programs, private sector investments, and public-private partnerships (PPPs)**. Additionally, the strategy explores **complementary funding mechanisms**, including crowdfunding, philanthropic contributions, and revenue-generating activities like **self-funded programs and certification initiatives**.

As a key enabler of financial sustainability, a **Funding Toolbox** will be developed and made available on the SEBCoVE platform. This digital resource will provide structured guidance on funding acquisition, proposal writing, budgeting, and strategic partnerships, empowering **Centres of Vocational Excellence (CoVEs)** to design and implement impactful projects that align with EU priorities and institutional sustainability goals.

The **implementation roadmap** details a step-by-step approach to securing funding over the next four years, with key milestones for **grant applications, industry collaborations, and financial sustainability measures**. A robust **monitoring and evaluation framework** will ensure continuous assessment and improvement of funding strategies, incorporating **adaptive measures** to align with evolving needs.

By adopting a **diverse and proactive funding approach**, SEBCoVE will strengthen **vocational education and training (VET)** in partner countries, including Portugal, Spain, Italy, Greece, North Macedonia, Germany, and the Netherlands. This strategy

D3.4: FUNDING STRATEGY	Page 5 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

will enhance workforce skills, foster regional development, and **ensure a resilient, future-ready vocational training ecosystem** in the SEBs sector.



D3.4: FUNDING STRATEGY	Page 6 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

Keywords

Centres of Vocational Excellence (CoVEs): Specialized hubs that integrate education, industry, and research to enhance vocational training and develop sector-specific competences, knowledge and skills.

The relevant keywords for the SEBCoVE Funding Strategy for 2025-2028 are:

- Vocational Education and Training (VET)
- Smart Electricity for Buildings (SEBs)
- Centres of Vocational Excellence (CoVEs)
- Funding Strategy
- Financial Sustainability
- Public-Private Partnerships (PPPs)
- European Union Grants
- Erasmus+
- Horizon Europe
- European Social Fund Plus (ESF+)
- National and Regional Funding
- Private Sector Investment
- Alternative Funding Mechanisms
- Skills Development
- Sustainable and Digital Transition
- Innovation in Education
- Grant Applications
- Financial Planning and Allocation
- Self-funded
- Monitoring and Evaluation
- Workforce Resilience



D3.4: FUNDING STRATEGY	Page 7 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

SEBCoVE Funding Strategy for 2025-2028

1. Introduction

The establishment and sustainability of Centres of Vocational Excellence (CoVEs) require a well-structured funding strategy. Therefore, the **Smart Electricity for Buildings Centre of Vocational Excellence (SEBCoVE)** aims to establish a robust funding strategy to ensure long-term sustainability, growth, and impact across Portugal, Spain, Italy, Greece, North Macedonia, Germany, and the Netherlands. This strategy outlines a methodology for identifying and securing diverse financial sources, optimizing resource allocation, and leveraging EU and national funding opportunities to support skill development and strengthen vocational education and training (VET) in the Smart Electricity for Buildings (SEBs) sector across partner countries and multiple European countries.

D3.4: FUNDING STRATEGY	Page 8 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

2. Funding Objectives

A strategic and well-structured approach to funding is crucial for SEBCoVE's success. This section highlights the core objectives of the funding strategy, including **financial sustainability, diversification of funding sources, and maximizing the impact of resources** to foster skill excellence, regional cooperation, and innovation in digital and sustainable energy solutions.

- **Ensure Financial Sustainability:** Secure stable funding streams to maintain and expand SEBCoVE's activities.
- **Diversify Funding Sources:** Leverage public and private financing, EU grants, and industry contributions.
- **Maximize Impact:** Align funding with SEBCoVE's core mission of fostering skills excellence, regional cooperation, and digital/sustainable transition.

D3.4: FUNDING STRATEGY	Page 9 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

3. Funding Sources and Financial Instruments

To achieve financial resilience, SEBCoVE will utilize a **mix of public, private, and alternative funding sources**. This section explores the key funding mechanisms, including EU grants, national funding programs, private-sector contributions, public-private partnerships, self-funded courses and seminars along with innovative financial models. By tapping into these resources, SEBCoVE can ensure a stable financial foundation for its operations.

3.1 European Union and Public Grants

EU and government grants play a pivotal role in financing SEBCoVE's initiatives. This subsection details key funding opportunities from **Erasmus+**, **Horizon Europe**, **the European Social Fund Plus (ESF+)**, and regional cooperation programs, such as **Interreg**. These funding instruments provide crucial support for competences development in electrical installations sector and innovation in smart electricity applications.

1. Erasmus+ (2025-2028)

- **Key Actions 2 & 3:** Strategic partnerships, sectoral cooperation, policy innovation.
- **CoVEs Calls:** Annual submissions to reinforce and expand SEBCoVE.

2. Horizon Europe (2025-2028)

- **RIA/IA Grants:** Research and innovation in digitalization & smart energy.
- **Green Deal & Climate Action Calls:** Smart grid innovations & energy-efficient systems.

3. European Social Fund Plus (ESF+)

- Support for upskilling/reskilling programs for VET and workforce in SEBs.

4. Interreg and Regional Funds

D3.4: FUNDING STRATEGY	Page 10 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

- **Interreg Europe & Interreg MED:** Cross-border cooperation in smart energy, renewables and VET.

5. National and Regional Government Grants

- Country-specific funding in green skills, digitalization, and nZEB.

3.2 Private Sector and Industry Collaboration

Beside the EU and/or national grants, SEBCoVE will strongly be based on self-funded operation and private-sector contributions. Especially, regarding the private sector contribution, all the relevant companies and industry, in order to be part of the thriving smart electricity in buildings market, they will be certainly engaged to support training programs and apprenticeships.

1. Corporate Sponsorships & Partnerships

- Engagement with major smart electricity companies, energy providers, and tech firms.
- Co-development of training modules & apprenticeships.

2. Public-Private Partnerships (PPP)

- Industry co-funding for specialized VET programs.
- Joint research and technology innovation projects.

3. Membership and Certification Fees

- Revenue from SEBCoVE-certified programs, accreditation, and industry memberships.

3.3 Complementary and Innovative Funding Models

Beyond conventional self-funded operation and contributions by private sector, SEBCoVE will explore innovative financial models, such as crowdfunding, philanthropic contributions, and modern revenue-generating activities. This subsection provides an overview of potential alternative funding sources and their role in financial diversification.



D3.4: FUNDING STRATEGY	Page 11 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

1. **Crowdfunding & Philanthropic Contributions**

- Leveraging corporate CSR initiatives & foundation grants. More details and relevant examples of CSR initiatives & foundation grants can be found in the APPENDIX of this document.

2. **Income-Generating Activities**

- Customized training services, consulting, intensive comprehensive seminars, social media channels and smart digital courses offerings.

3. **European Investment Bank (EIB) & Private Loans**

- Infrastructure financing for CoVE facilities.



D3.4: FUNDING STRATEGY	Page 12 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

4. Resource Allocation & Financial Planning

A well-structured financial plan ensures effective utilization of resources. This section presents a breakdown of funding allocation, detailing the proportion of EU grants, private contributions, membership fees, and alternative funding streams. The financial planning framework is designed to optimize resource distribution while maintaining transparency and accountability.

- **50% EU Grants & Public Funding** (Erasmus+, Horizon Europe, ESF+).
- **25% Private Sector & Industry Contributions** (Sponsorships, PPPs).
- **15% Membership, Fees & Commercial Services** (Training, consulting).
- **10% Alternative Funding & Philanthropy** (Foundations, donations, loans).

5. Implementation Roadmap

Year	Key Funding Activities	Expected Outcomes
2025	Erasmus+ KA2 & CoVE application, Horizon Europe proposal	Initial EU funding secured
2026	Private sector partnerships, Interreg applications	Industry collaboration & co-funding
2027	Expansion of certification-based revenue, additional EU calls	Financial sustainability reinforced
2028	Full funding diversification & impact scaling	Long-term stability & project growth

A step-by-step implementation plan is crucial for tracking progress and achieving funding milestones. This section presents a roadmap outlining key funding activities from 2025 to 2028. It details the timeline for grant applications, private sector engagements, and certification revenue generation to ensure long-term financial stability.

Common Rules, Toolkit of Funding Opportunities

Topic	IPA	COST	ERDF	ERASMUS MUNDUS	TEMPUS	Life Long Learning	COSME	LIFE +	Horizon
Access to finance							■		■
Networks and clusters	■		■			■	■	■	■
SME support services	■		■				■		■
Entrepreneurship	■		■	■	■	■	■		
Support to innovation			■				■		■
RTD		■	■					■	■
Human capital	■	■	■	■	■	■			■
Investment	■				■		■		■

D3.4: FUNDING STRATEGY	Page 14 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

Funding Toolbox for the SEBCoVEs

To support SEBCoVE partners in securing funding and ensuring the long-term sustainability of their institutions, a **Funding Toolbox** will be developed and made available on the project platform. This digital resource will provide structured guidance on identifying funding opportunities, writing competitive proposals, budgeting effectively, and establishing strategic partnerships. The toolbox will also include templates, best practices, and insights into EU funding mechanisms such as Erasmus+, Horizon Europe, and Interreg. By equipping CoVE members with practical tools for financial planning and project development, the Funding Toolbox will strengthen the capacity of institutions to design impactful projects that align with EU priorities, foster innovation, and contribute to a resilient vocational education ecosystem.

6. Monitoring & Evaluation

- **Annual Financial Reports & Impact Assessment.**
- **KPI-based Evaluation:** Number of grants secured, funding diversification, and program reach.
- **Regular Strategy Adjustments:** Adaptive measures for new funding opportunities.

Regular monitoring and evaluation are essential for assessing the effectiveness of the funding strategy. This section introduces the key performance indicators (KPIs), financial reporting structures, and adaptive measures to refine funding approaches based on evolving needs and opportunities.

D3.4: FUNDING STRATEGY	Page 15 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

7. Funding Strategy Action Plan (2025-2028)

A structured action plan ensures the effective execution of SEBCoVE's funding strategy. The following timeline provides a clear roadmap for funding acquisition and resource management:

2025 – Establishing the Funding Foundation

- Identify and apply for initial EU funding opportunities (Erasmus+, Horizon Europe, ESF+).
- Develop industry partnerships for private-sector collaboration.
- Secure funding commitments from public-private partnerships (PPPs).
- Launch accreditation and certification programs to generate revenue.
- Create an internal financial monitoring framework.

2026 – Expanding and Strengthening Funding Sources

- Apply for additional EU and national funding opportunities.
- Strengthen relationships with private sector partners to increase investment.
- Implement crowdfunding and alternative funding models.
- Evaluate financial performance and adjust strategies accordingly.
- Initiate research and innovation projects supported by funding programs.

2027 – Scaling and Diversification

- Expand funding portfolio by exploring new EU and regional grants.
- Develop a long-term financial sustainability model.
- Strengthen regional skills ecosystems through additional funding streams.
- Launch additional revenue-generating activities such as training programs and consultancy services.
- Enhance financial monitoring and reporting to improve transparency.

2028 – Long-Term Sustainability and Impact

- Assess the effectiveness of the funding strategy and implement improvements.
- Secure long-term commitments from EU programs and industry partners.
- Expand SEBCoVE's reach through additional funding streams.
- Finalize a long-term sustainability plan to ensure financial resilience.



D3.4: FUNDING STRATEGY	Page 16 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

8. Conclusion

This strategy ensures that SEBCoVE remains financially resilient, leveraging multiple funding avenues to drive excellence in smart electricity VET. The combination of EU funding, private sector collaboration, and innovative financial mechanisms, in parallel with conventional self-funded models, will enable SEBCoVE to achieve its mission sustainably and effectively. The funding strategy outlined in this document provides a structured approach to securing financial resources for SEBCoVE.

By leveraging a diverse mix of funding sources and financial instruments, and adopting a proactive approach to effective management, SEBCoVE can sustain its mission of fostering excellence in vocational education and training within the thriving Smart Electricity for Buildings sector. Additionally, through strategic partnerships and innovation, SEBCoVE aims to drive long-term impact and growth.



APPENDIX

Examples of Alternative Funding & Philanthropy

European society lacks experience in the fundraising field, just the opposite to what is happening in the United States (US), hence most Business Support Organizations, academic, NGO, private and public sector in Europe face internal and external difficulties to develop both, **a strategy and a structure to fundraise**.

For their actual and future development, European **organizations** need to imitate the tradition of American organizations fundraising and adapt it to their different situations (**tradition, core philosophy and values**), in order to raise supplementary funds for the promotion of the requirements for a greater performance, social acknowledgement and international competitiveness (leading to increasing possibilities to raise funds).

*“Fundraising is the noble art of teaching people the pleasure of giving”
“People do not give to people. They give to people with causes.”
“They give to people who ask on behalf of causes.”*

When the institution fundraising is linked to the its development, it requires a generic and long-term commitment of the donor in the financial and physical growth of the institution and therefore a broader understanding of its mission. Hence, its development will also encourage further voluntary giving as feedback.

European Innovation and Technology platform (EIT) integrates higher education, research and business in areas of high societal need through its Knowledge and Innovation Communities (**KICs**), focused on the following topics:

- Climate change mitigation (**Climate-KIC**),
- Information and communication technologies (**EIT ICT Labs**) and
- Sustainable energy (**KIC Inno-Energy**).

Corporate social responsibility (CSR) refers to companies taking responsibility for their impact on society. The European Commission believes that CSR is important for

D3.4: FUNDING STRATEGY	Page 18 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

the sustainability, competitiveness, and innovation of EU enterprises and the EU economy. It brings benefits for risk management, cost savings, access to capital, customer relationships, and human resource management. CSR should be company led. Public authorities can play a supporting role through a smart mix of voluntary policy measures and, where necessary, complementary regulation. Companies can become socially responsible by integrating social, environmental, ethical, consumer, and human rights concerns into their business strategy and operations.

Why is CSR important?

- In the interest of enterprises - CSR provides important benefits to companies in risk management, cost savings, access to capital, customer relationships, HR management, and their ability to innovate.
- In the interest of the EU economy - CSR makes companies more sustainable and innovative, which contributes to a more sustainable economy.
- In the interests of society - CSR offers a set of values on which we can build a more cohesive society and base the transition to a sustainable economic system.

The Commission promotes CSR in the EU and encourages enterprises to adhere to international guidelines and principles. The EU's policy is built on an agenda for action to support this approach. It includes:

1. Enhancing the visibility of CSR and disseminating good practices
2. Improving and tracking levels of trust in business
3. Improving self and co-regulation processes
4. Enhancing market rewards for CSR
5. Improving company disclosure of social and environmental information
6. Further integrating CSR into education, training, and research
7. Emphasizing the importance of national and sub-national CSR policies
8. Better aligning European and global approaches to CSR.

Guidelines and Principles that the Commission's CSR strategy is built upon:



D3.4: FUNDING STRATEGY	Page 19 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

- [United Nations Global Compact](#)
- [United Nations Guiding Principles on Business and Human Rights](#)
- [ISO 26000 Guidance Standard on Social Responsibility](#)
- [International Labor Organization Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy](#)
- [OECD Guidelines for Multinational Enterprises](#)

SEBCoVE, and further sustainable Excellence VET Centers - CoVEs, must include in the annual program of activities and into Funding Strategy the actions for close collaboration with EC DG's related to CSR, and the organization.

1. "[CSR Europe](#)" - The European Business Network for Corporate Social Responsibility and
2. "[CECP](#)"- CECP is a coalition of CEOs as partners in achieving Europe 2020 goals

"Through its Enterprise 2020 Strategy, CSR Europe allows companies to share best practices on CSR and innovate with peers - thus shaping the business and political agenda on sustainability and competitiveness".

US and Corporate Philanthropy

Corporate philanthropy is one of the major sources of nonprofit funding. Over the past few years' corporate philanthropic programs have contributed about \$15 billion annually to nonprofits throughout the United States. But these dollars don't just appear out of thin air.

The funding comes from companies which have a culture of giving back to communities where employees live and work.



D3.4: FUNDING STRATEGY	Page 20 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

Example 1:

Developed by CECP, in association with The Conference Board, *Giving in Numbers: 2014 Edition* is based on data from 261 companies, including 62 of the largest 100 companies in the Fortune 500. The sum of contributions across all respondents of the recent survey on 2013 contributions totaled more than \$25 billion in cash and in-kind giving. This report not only presents a profile of corporate philanthropy and employee engagement in 2013, but also pinpoints how corporate community engagement is evolving and becoming more focused following the end of the Great Recession. This is the tenth annual report on trends in corporate giving.

CECP is a coalition of CEOs united in the belief that societal improvement is an essential measure of business performance. Founded in 1999, CECP has grown to a movement of more than 150 CEOs of the world's largest companies across all industries. Revenues of engaged companies sum to \$7 trillion annually. A nonprofit organization, CECP offers participating companies one-on-one consultation, networking events, exclusive data, media support, and case studies on corporate engagement.

Giving Around the Globe is the leading source for guidance on the global expansion of corporate community engagement. The *Giving around the Globe* report is primarily based on data from 54 of the world's largest companies located outside of the United States from 17 countries, which represent US \$3.6 billion in cash and non-cash in 2013

View CECP CEO Members: <http://cecp.co/membership/members.html>

Example 2:

AVON Philanthropy

As the “company for women,” Avon has the unique ability and commitment to educate and mobilize people worldwide on issues that are of vital importance to women. That’s why global philanthropy is at our core as a company. Through our woman-to-woman network of six million Avon Sales Representatives (“Representatives”) worldwide, we have a unique ability to educate and mobilize people on issues that are of vital importance to women. By combining the power of the individual and the collective power of our worldwide network of Representatives into one powerful philanthropic force, together Avon and the Avon Foundation for Women (“Avon Foundation”)—a U.S.-based 501(c)(3) public charity—are a global leader in philanthropy. This unique partnership of corporate philanthropy and a public

D3.4: FUNDING STRATEGY	Page 21 of 21
	Doc ID: PED_D3.4_Funding Strategy
	Revised: 28 February 2025

charity is focused on two core areas: eradicating breast cancer and ending violence against women.

Our goal is to donate \$1 billion in total funds by 2015, and we are well on our way to reaching that goal. Through the end of 2013, we raised more than \$957 million through programs in over 50 countries for causes most important to women.

Example 3:

[JPMorgan Philanthropy](#)

In 2013, JPMorgan Chase and its Foundation gave more than \$210 million to thousands of nonprofit organizations across 42 U.S. states, the District of Columbia, and 44 countries around the world. More than 47,000 employees provided 540,000 hours of volunteer service in local communities around the globe.

GERMANY



GREECE



ITALY



NETHERLANDS

NORTH MACEDONIA



PORTUGAL



SPAIN



Co-funded by the European Union

101144027 — SEBCoVE — ERASMUS-EDU-2023-PEX-COVE

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

SEBCoVE.eu

LinkedIn

Facebook