



BIOGRAPHY

JUAN MANUEL REVUELTA PÉREZ

Senior Advisor Next Generation EU Economic Diplomacy

SPECIALITIES

Leadership and assertiveness, public relations, experience in European projects in the areas of innovation, entrepreneurship and energy; experience in economic and regulatory analysis, new business models and communication; drafting and implementation of more than 30 LIFE projects approved by the European Commission; Networking in BENELUX and LATAM; Public and private partnership strategies

CEO FINNOVAREGGIO FOUNDATION BRUSSELS, BELGIUM

Mr. Revuelta has a Law Degree from the University of Valencia and an Executive Master's Degree in Tourism Business Management from the IE Business School. He is lawyer member 8299 of the Ilustre Colegio de Abogados de Valencia (Valencia Bar Association).

He created the first Department of Innovation in the City Council of Valencia, achieving the positioning of the city of Valencia as a leader in Europe in LIFE Environment in Circular Economy programmes.

He was Director General of the Valencian Government in Brussels for 8 years. He positioned the region as a leader in the LIFE and Eco-innovation programmes (among 300 regions). During this period, he managed to get the headquarters for the whole of Spain of CLIMATE KIC (EIT) in Valencia and also the ENI antenna (European Neighbourhood Instrument, which finances cooperation in the Mediterranean).

He was President of the European Regions Research and Innovation Network (ERRIN) between 2009 and 2011, and since 2010 he has been CEO of the Finnova Foundation (financing innovation in the regions). Finnova represents and defends legitimate public and private interests related to funding and innovation before the EU. He has implemented the Startup Europe Awards: a European initiative that aims to reward young entrepreneurs and promote international and interregional cooperation through networks and events in order

to seek financing related to the transfer of new technologies, modernization, search and innovation for public and private entities.

He also created the StartUp Europe Accelerator, the first accelerator specialised in EU funding tools and projects, mentoring, lobbying and networking for innovative projects in the ICT, renewable energy, health, water and environment, sustainable cities, creative industries, social inclusion and tourism sectors at European level. He also coordinates European projects on issues of the environment, waste, energy, climate change, sustainable tourism, information technology and entrepreneurship. He has years of experience promoting dialogue, the exchange of information and communication between financial institutions, universities, European institutions, private sector companies and public administrations, reveals different financing channels offered by the European Union and one of the missions of his foundation is to be a business accelerator service to turn the best ideas into business success projects.

He has extensive experience in European projects in the field of sustainability: LIFE+ programmes, energy, waste, eco-innovation, Horizon 2020, among others. He has participated in more than 40 successful projects and in The Five Best of the Best LIFE Projects. Examples: LIFE Ecobus, LIFE Ecoglaucua, Eco-Animation My friend Boo, Waste to energy, Tech Projects, Horizon 2020 Nobel Grid (14M €), or LIFE Ecodigestion 2.0.

From 2013 to 2015, he was an advisor on European funding and legislative adaptation in EMAYA (Palma de Mallorca), a public company whose function is to manage the public services provided to citizens in relation to the integral water cycle (from supply, treatment and supply to sanitation and reuse), the selective collection of solid urban waste and street cleaning, guaranteeing maximum quality and efficiency, within a framework of sustainability.

In addition, he has developed his activity in various projects of great significance related to Tourism, for example being a promoter of the LIFE ECOBUS Project, classified as the largest LIFE project of the European Commission to collect used vegetable waste oils from the HORECA sector (hotel, restaurants and catering), and of the INTERREG TURISMO program, endowed with 7.5 million euros. Likewise, he is the creator of the Tourism Startup Europe Awards as well as a speaker at various events and seminars such as FITUR, in the SEGITTUR entrepreneur space. Recently, he is collaborating with the Cabildo de Gran Canaria (Government of Gran Canaria) as a partner in a project with circular systemic solutions in tourism, within the framework of the European funding programme Green Deal of Horizon 2020.

He organized several events within the COP25 Madrid, including the presentation of the CILIFO Project or the COP25 StartUp Europe Awards Special Edition, and is nowadays organizing some for the COP26, which will

take place in Glasgow. Throughout his career as a lawyer, he has mentored several interns from Talentium Grants in Spain, and Argo among others. His participation to H2020 Nobel Grid has been about fighting legal

barriers of this project. In 2016, he was awarded by the Ateneo Mercantil from Valencia the prize of Law, Administration and Social Engagement. He has been granted several scholarships throughout his life, such as the International Visitors Leadership Program from the U.S. Department of State's Bureau of Educational and Cultural Affairs in 2003. On that year, he was also granted a scholarship from the Spanish State Secretariat of Tourism. Moreover, in 2009 he was awarded a scholarship from the Fundación Rafael del Pino for the Public Management Leadership Programme (PLGP) of the IESE. He has also been awarded several Erasmus EU awards.

Among the main projects developed, the following stand out:

- Advisor in the European Parliament (RELEX Committee and Regional Development Committee).
- Founding partner of Eurovias and entrepreneur of the digital newspaper. - European Union advisor to the Port of Valencia for the creation of ValenciaInnova between 1999 and 2003 (in 2002 leading city in Europe in terms of EU Innovation funds).
- StartUp Europe Accelerator
- Creator of the StartUp Europe Awards (SEUA), a DG CONNECT methodology of the European Commission implemented by the Finnova Foundation that has been institutionally supported by the European Parliament, the European Committee of the Regions and the European Economic and Social Committee since 2016. It has taken on a global dimension with its launch in Mexico and Chile.
- Accelerathon process. Open innovation tool to promote public-private partnerships to contribute to the UN SDGs through innovation, with the help of EU Next Generation funds (€750 billion).
- Committed to training on European funds, Finnova has digitalised a series of courses on how to manage European funds, as well as organised various webinars and training events on Next Generation EU.
- Great experience in the coordination and management of teams (up to 65 people in 4 different work centres between Spain and Brussels).

Finally, Juan Manuel has also been:

- Member of the RTVEmprende jury (Spanish National TV and Radio competition). - Member of the Empreverde jury (competition of the Fundación Biodiversidad, Spanish Ministry of Agriculture, Food and Environment).
- Lecturer at EIPA (European Institute for Public Administration) on European projects and funding.
- Lecturer at the Master's Degree in Communication management and New Technologies, Coso Foundation.

- Invited lecturer at the International Workshop on Scientific and Technological Cooperation in EU & Latin America and the Caribbean, at the TEC Monterrey (Instituto Tecnológico, 2008).
- Director of the Water Summer School 2009 of the AER, Assembly of European Regions in Valencia.
- Tutor of several students and international scholarship holders in the different organisations where he has had executive responsibilities: Eurovias, Aquieuropa, Concejalía de Innovación Valencia City Council, Fundación Comunidad Valenciana - Región Europea, Finnovaregio, etc

