



Support actions for cluster cooperation along value chains towards industrial modernisation

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GROW.F2 – Clusters, Social Economy and Entrepreneurship

Industry 4.0: opportunities, challenges and strategies for the industry of the future

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Smart Guide to Cluster Policy

A couple of concepts,

Eight Do's and Don'ts, and

Plenty good practice examples ...

of how to make better use of clusters for promoting regional industrial modernisation, supporting the growth of SMEs and encouraging smart specialisation.

Available at <http://ec.europa.eu/growth/smes/business-friendly-environment/regional-policies/>

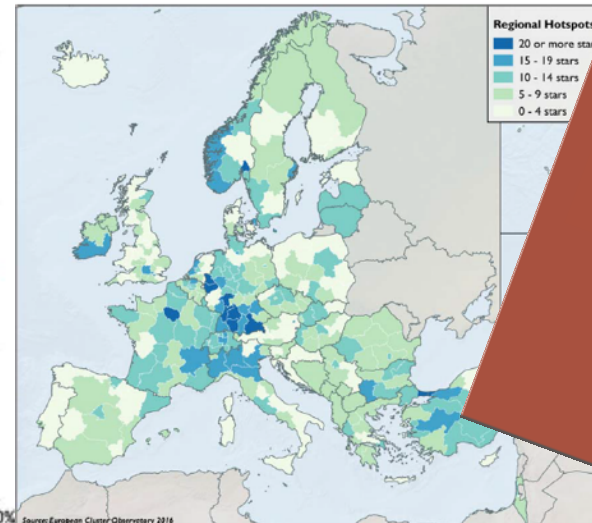
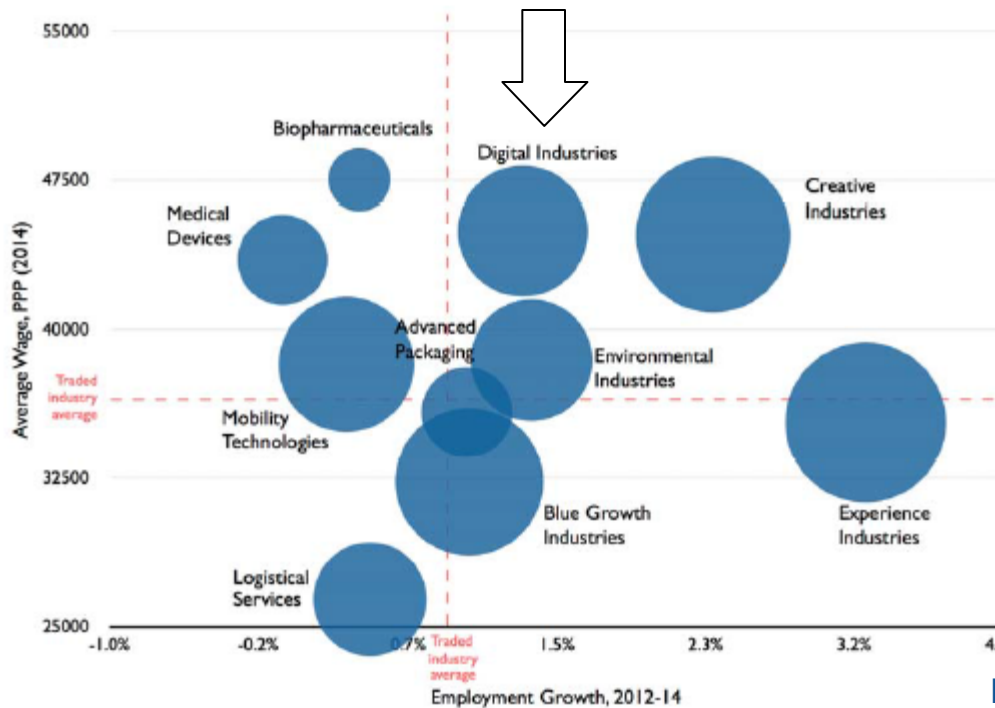


Do's and Don'ts of Modern Cluster Policy

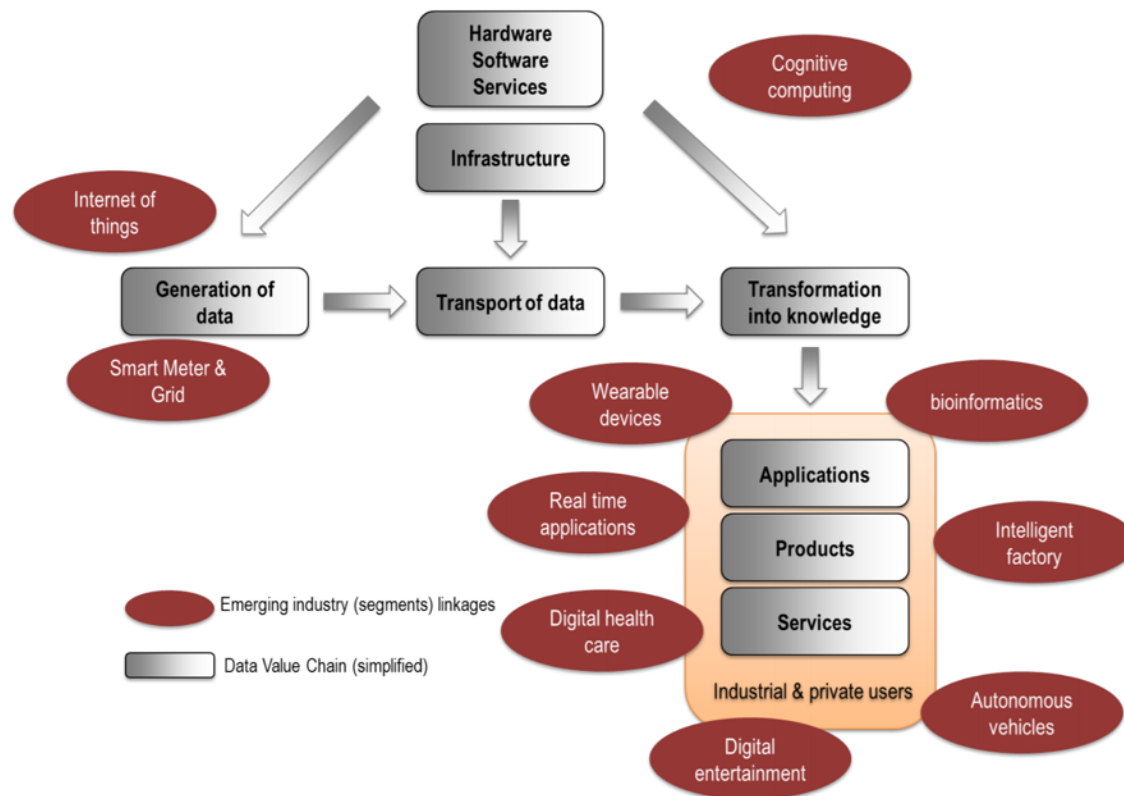
Don'ts	Do's
<i>Support individual specialised firms</i>	<i>Support new activities, in particular those being undertaken by groups or networks of related industries</i>
<i>Create clusters from scratch</i>	<i>Facilitate the growth of clusters by building upon existing strengths</i>
<i>Fund large numbers of widely varied clusters</i>	<i>Fund strategic cluster initiatives that focus on promoting the strengths, linkages and emerging competences and which are in line with the aims of national/regional smart specialisation strategies</i>
<i>Follow growth trends without reflection</i>	<i>Capitalise upon regional competences to diversify into new activity areas and to develop emerging industries</i>
<i>Follow a narrow sectoral cluster approach</i>	<i>Follow a systemic cluster approach focusing on related industries by capturing cross-sectoral linkages</i>
<i>Develop and implement cluster policy in isolation from other policy areas</i>	<i>Adopt an inclusive and participatory cluster approach</i>
<i>Support cluster initiatives that are only inward looking</i>	<i>Support cluster initiatives that have an international perspective on the positioning of the cluster in international value chains</i>
<i>Focus exclusively on strengthening regional partnerships</i>	<i>Build regional partnerships as a basis for joining European Strategic Cluster Partnerships</i>

European Cluster Panorama 2016

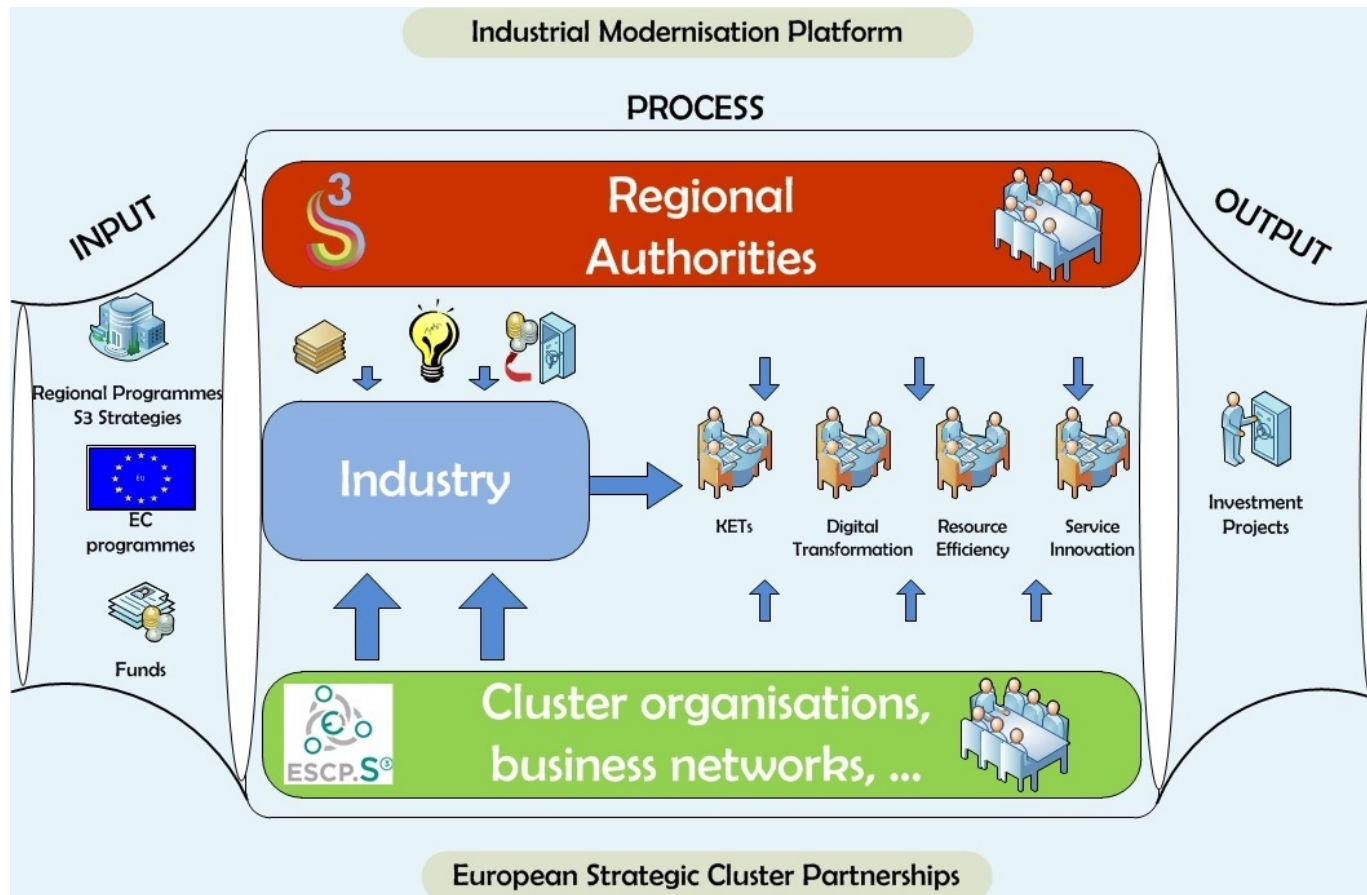
- 3043 **strong clusters** account for more than 54 million jobs
- **Gazelles** in strong clusters employ 35 staff compared to 24 elsewhere
- **Wages** in strong clusters are 3% higher than elsewhere
- 40% of activity in **emerging industries** concentrated in 20% of regions



Data value chain and cross-sectoral links in Digital Industries



Smart Specialisation Platform for Industrial Modernisation





Service provided by
RIS3 Experts



Thematic Area

S3 Platform (JRC)
Support centre

RECONFIRM
Project



Mapping of
competences &
matching of business
opportunities

WATIFY
Project



European Cluster
Observatory

European Cluster
Collaboration Platform



Industry cooperation
and design of projects

European Strategic
Cluster Partnerships

ADMA Advisory services
(Q3 2017)



Business Plan
and
Funding Mix



Financial Assistance
Facility (Q3 2017)

IPR Helpdesk

EIB advisory services
• EFSI Advisory Hub
• InnovFin - Advisory
service
• JASPERS
• EPEC - for PPPs



Investment Projects

Using clusters to facilitate value chain innovation and industrial transformation



Regional strength
(sectoral and cross-sectoral cluster mapping)

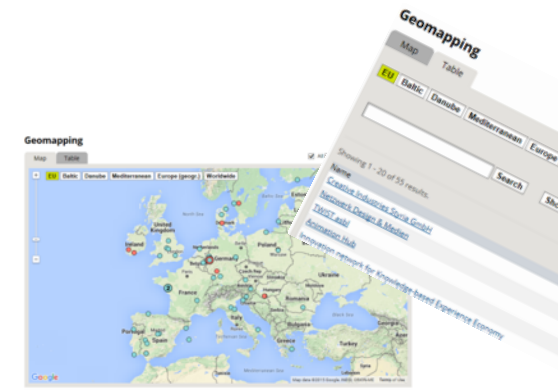
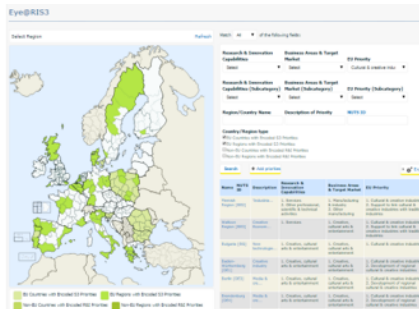
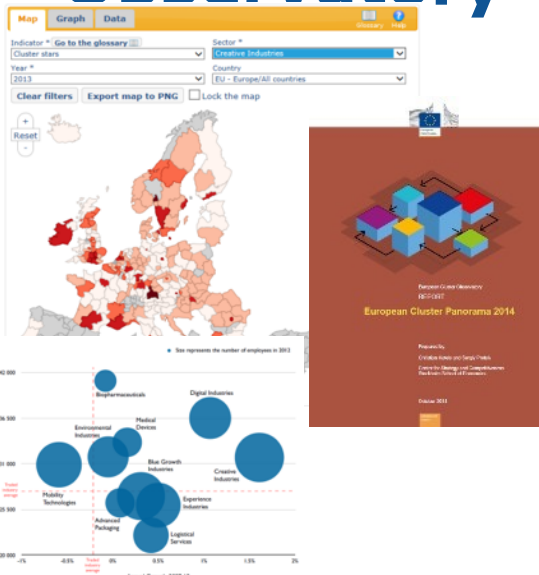
Regional priorities
(research and innovation policy priorities)

Regional partners
(cluster organisations, European Partnerships)

European Cluster Observatory

Smart Specialisation Platform

European Cluster Collaboration Platform





The European Cluster Collaboration Platform

An initiative aiming to support cluster organisations

www.clustercollaboration.eu

CLUSTER ORGANISATIONS MAPPING

The easiest way to find a cluster organisation in Europe

The innovative mapping offers:

- hundreds of cluster organisation profiles
- a large selection of filters (industry sectors, countries ...)
- a smart correlation with the indicators of the European Cluster Observatory

INTERNATIONAL COOPERATION

Cooperation with strategic countries beyond Europe

Key information sources helping clusters and SMEs internationalise:

- information on priority third countries
- "gateways" to EU international support services

PARTNER SEARCH

A forum for cluster organisations to discuss offer/demand/exchange opportunities for collaboration

A virtual, quick and efficient dedicated "marketplace" to:

- find and be found
- trigger direct dialogue with other clusters
- interact with peers in a structured way

MATCHMAKING EVENTS

Opportunities to connect and initiate collaboration in high level events in Europe and beyond

Cluster matchmaking meetings (C2C, C2B) stimulating cooperation for clusters and SMEs through:

- interactive and innovative formats
- professional support
- dedicated financial support to participate in events

EU CLUSTER PARTNERSHIPS

Implementing joint strategies to go international and specialise

ECCP is the HOME of the newly established European Strategic Cluster Partnerships (ESCPs) offering:

- profile and visibility for ESCPs
- a reserved forum for exchange and collaboration
- an opportunity to showcase partnership activities and success stories



Supporting SME internationalisation and cluster excellence

Promoting cluster cooperation for industrial leadership in global markets & supporting capacity building in cluster management

- Cluster Internationalisation Programme for SMEs (COSME, €19 m)

European Strategic Cluster Partnerships – Going International

- 15 Funded + 11 labelled only

European Cluster Collaboration Platform

- <http://www.clustercollaboration.eu/>



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International cluster matchmaking events in third countries and Europe

- 2016: Hannover Messe, Taiwan (Computex), Mexico City (Green Expo), Lyon, (Pollutec with Brazil and EU clusters), Brussels (Cluster Conference)

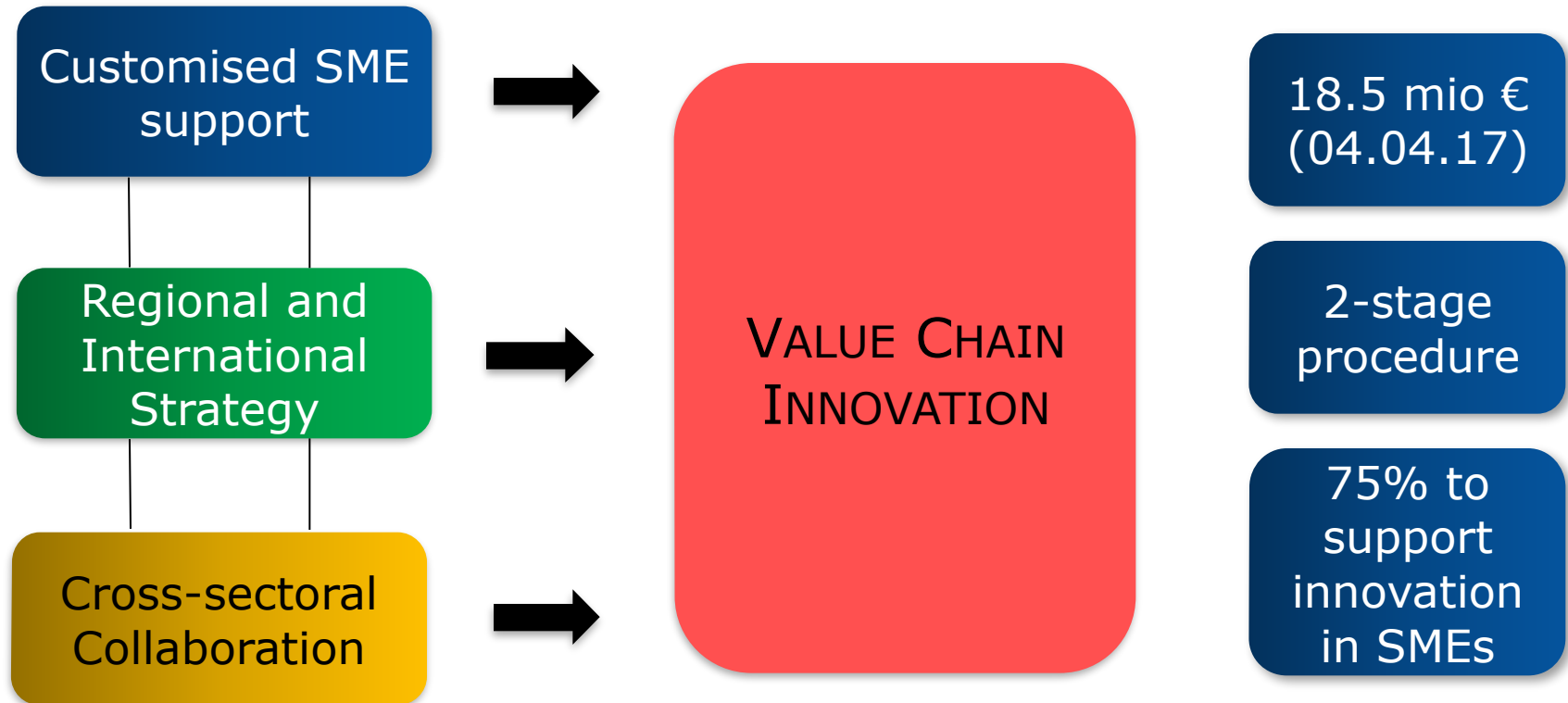
- Cluster Excellence Programme for SMEs (COSME, €8.25m)

Cluster strategy, training, benchmarking & labelling

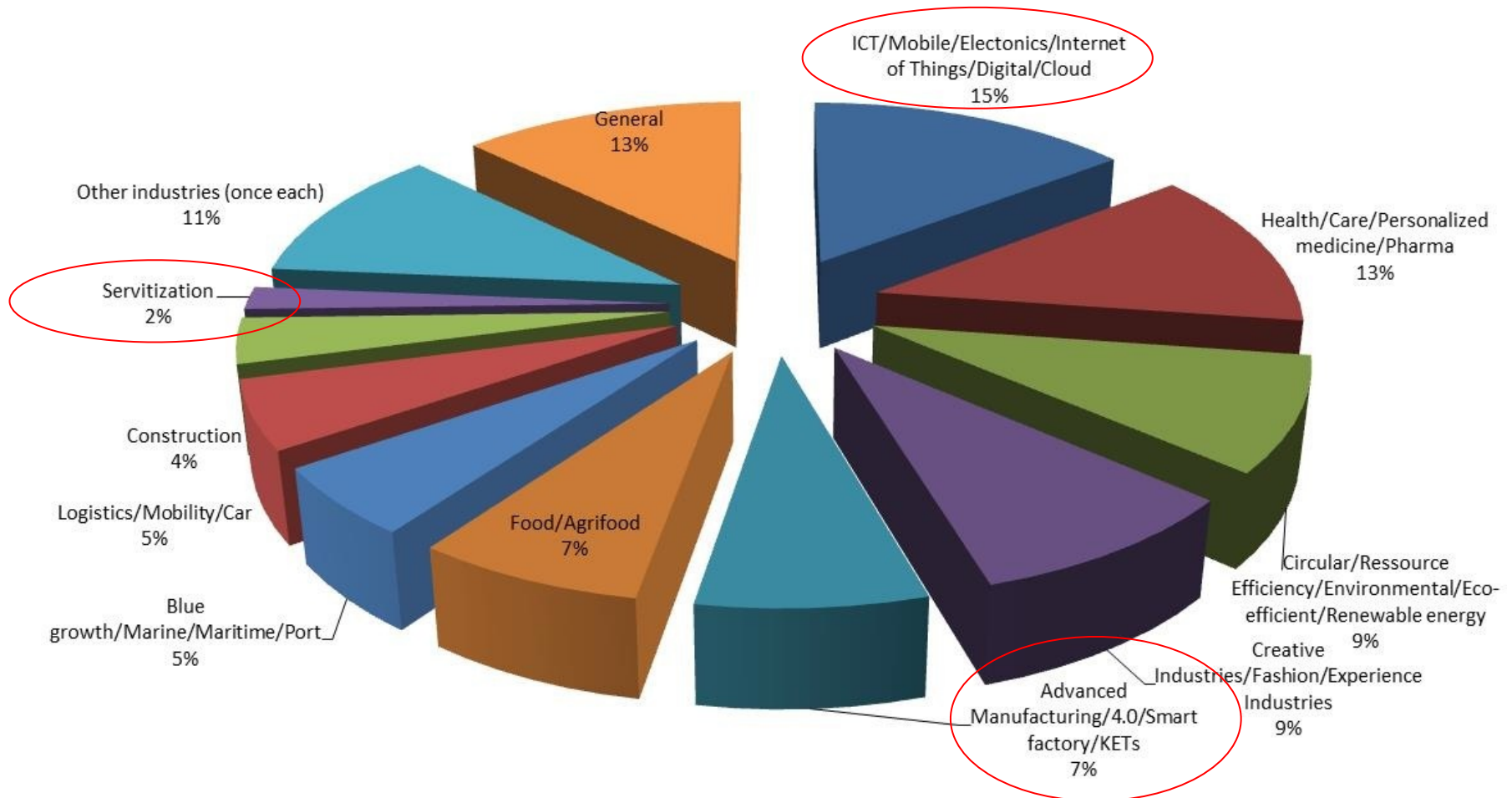
(871 cluster organisations labelled Bronze, 57 Silver, 78 Gold)



Using clusters to facilitate value chain innovation and industrial transformation



Thematic focus areas of cluster projects proposals under INNOSUP-1-2015





European Strategic Cluster Partnerships for smart specialisation investments



- *aims to strengthen industry participation and inter-regional collaboration in implementation of smart specialisation strategies*
- *addressed to cluster organisations, other business network organisations, technology centres and science parks*
- *focuses on industrial modernisation*
- *Call for expression of interest for **partnering** process open until end of 2016 via*
- ***Call for proposals** (COSME 2.8 mio) for 1./2. Quarter 2016 to establish cluster partnerships & give ESCP-S3 label to good non-f...*
- ***Advisory support services** to ESCP-S3 labelled partnerships from the European Observatory for Clusters and Industrial Change*



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<http://www.clustercollaboration.eu/news/call-expression-interest-towards-european-strategic-cluster-partnerships>

European Strategic Cluster Partnerships for smart specialisation investments



Partnership building
Joint strategy formulation
Implementation roadmap
SME surveys
Value chain mapping

Matchmaking
Joint activities,
demonstration projects,
pilots, preparation of
bankable proposals

Additional private/public
financing
Acceleration support
Showcasing results

Joint activities to strengthen cluster cooperation across the partnership
Gathering feed-back from SMEs on their barriers to innovation, skills, cooperation and investment
Building linkages with other European, national and regional initiatives and networks

Mapping European technology centres providing services to companies

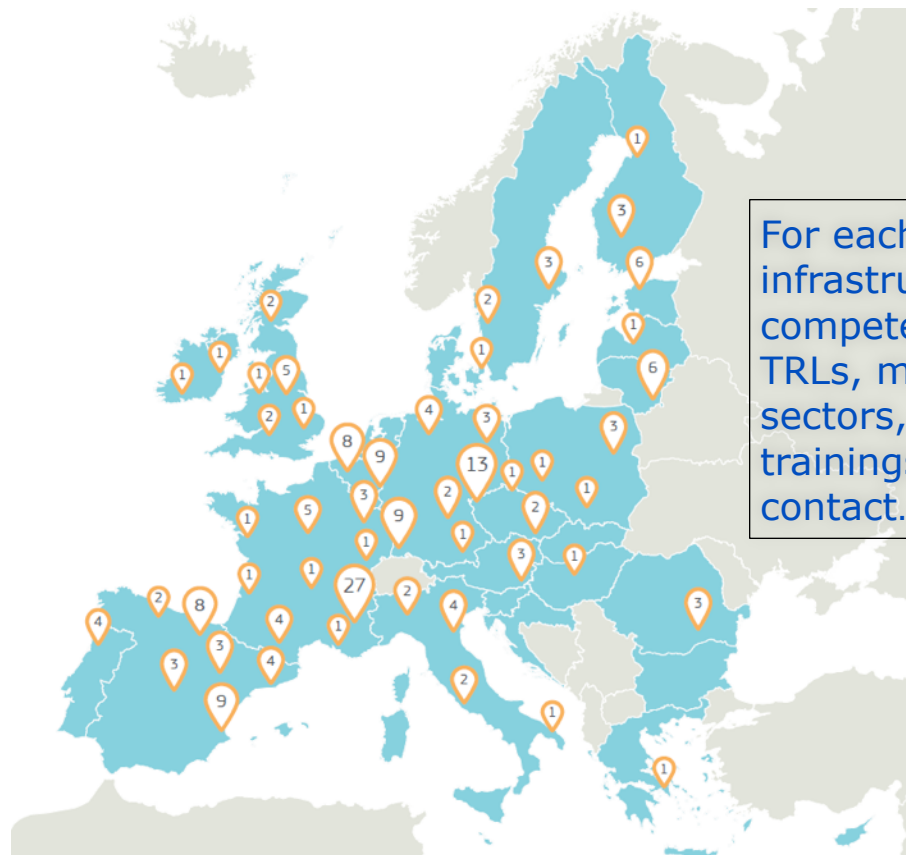
Webtool online at <https://ec.europa.eu/growth/tools-databases/ketsobservatory/kets-ti-inventory/map>

**Currently 187 KETs
Technology Infrastructures
mapped**

**60% in only 4 countries (DE,
ES, FR, UK)**



**Need for
networking and
pan-European
access to SMEs**



For each
infrastructure:
competences,
TRLs, market
sectors, services,
trainings, SME
contact...



For more information see

Smart Specialisation Platform for Industrial Modernisation
<http://s3platform.jrc.ec.europa.eu/industrial-modernisation>

Smart Guide to Cluster Policy
http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8838

Digital transformation of industry and enterprises:
http://ec.europa.eu/growth/sectors/digital-economy/index_en.htm

Reports of the Strategic Policy Forum on Digital Entrepreneurship:
http://ec.europa.eu/growth/sectors/digital-economy/entrepreneurship/strategic-policy-forum/index_en.htm

Blueprint for cities and regions as launch-pads for digital transformation
<http://www.digitallytransformyourregion.eu/>



Clusters, Social Economy and Entrepreneurship unit (GROW.F2)
Innovation and Advanced Manufacturing Directorate

European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

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<http://ec.europa.eu/growth/smes/cluster/>
<http://clustercollaboration.eu>