



The European Cluster Policy

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SCAR BSW and BBI JU SRG JOINT WORKSHOP

**Advancing the Creation of
Regional Bioeconomy
Clusters in Europe**

14th March 2019, Brussels

The European Industrial Policy Strategy

DECARBONISATION CLUSTERS
EUROPEAN VALUES COMPETITIVENESS
NEW TECHNOLOGIES STRATEGY
GLOBALISATION INNOVATION
DIGITALISATION DESIGN ANTICIPATION
INDUSTRIAL LEADERSHIP TRANSITION INVESTMENT
COOPERATION AFRICA ARTIFICIAL INTELLIGENCE
CIRCULAR ECONOMY SKILLS QUALITY JOBS
SHARED-VALUE VALUE CHAINS PLASTICS
SUSTAINABILITY FAIRNESS
CREATIVITY DIALOGUE

#EUINDUSTRYDAY



EUROPEAN INDUSTRY AT A GLANCE



The **EU is a world leader** in many industrial sectors, such as pharmaceuticals, chemicals, mechanical engineering and fashion industries.



32 million people have a job in European industry.



Industry is recovering from the financial and economic crisis. **Over 1.5 million new jobs** have been created in industry since 2013.



About **17% of total value added** in the EU comes from manufacturing. **1 job** in manufacturing **creates up to 2.5 other jobs across the value-chain**.



Industry accounts for **68% of the EU's exports**.

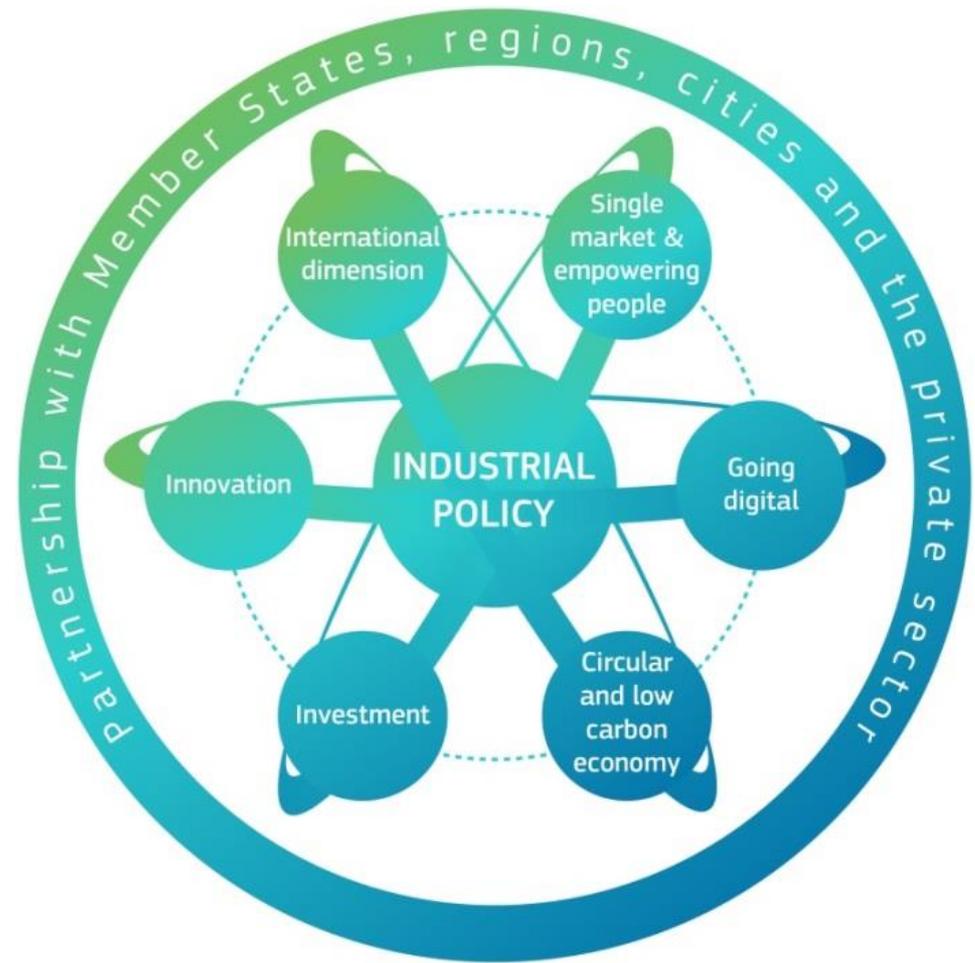


Industry is **undergoing a deep transformation**: new technologies, need for greater resource efficiency, new business models, greater consumer demand for manufacturing activities being bundled with services.

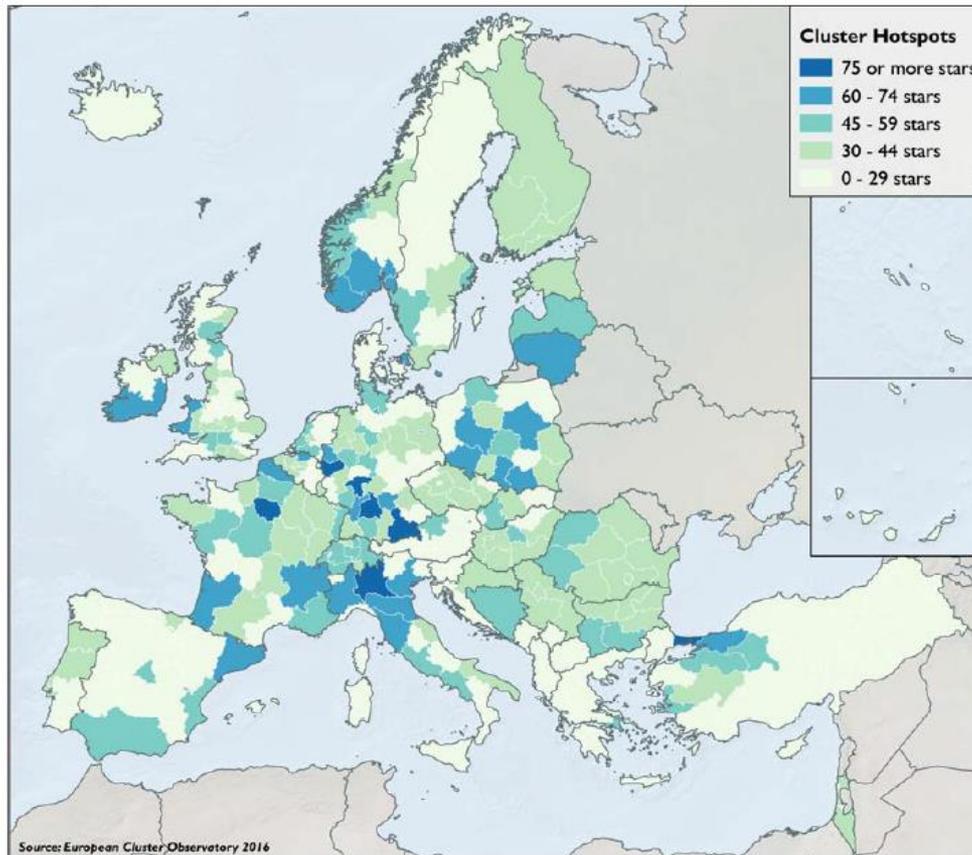


Since the financial crisis, the drop in investment is now reversing, but we still face a **shortage of ICT skills** and a growing **innovation gap** with South Korea and Japan.

Investing
in a
smart
innovative
&
sustainable
Industry



Clusters are accelerators of growth and industrial change



There are **3043 strong regional clusters** in related industries.

Clusters matter because they...

- account for **54 million jobs**;
- are **represented in all parts of Europe** and have shown **resilience** during economic crises;
- **nurture growth and jobs** e.g. 3% higher wages and the 67 700 young, fast growing enterprises in clusters employ more staff (35 compared to 24 outside).

70 regions involved in 12 thematic areas under the Smart Specialisation Platform for Industrial Modernisation



Advanced manufacturing for energy applications



3D Printing



Innovative use of non-food biomass



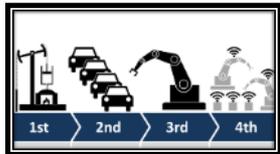
Efficient & Sustainable Manufacturing



Nano-Enabled Products



Cyber security



Industry 4.0



Textile Innovation



Medical Technology



Sports Innovation

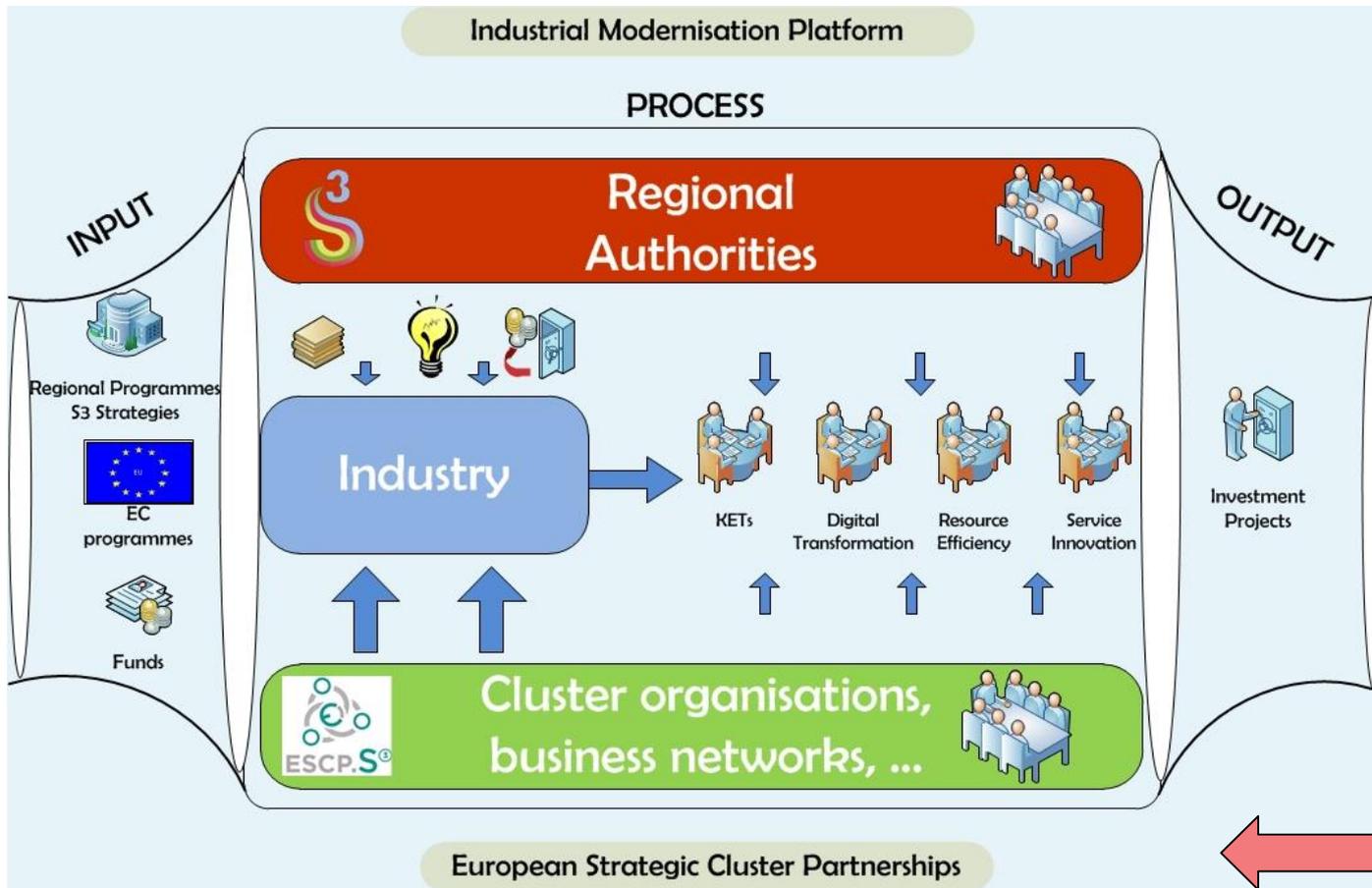


Photonics



Digitalisation and Safety for Tourism

Strategic cross-regional collaboration





EU cluster initiatives supporting the growth and connection of business ecosystem

European Cluster policy for growth

Boosting collaboration and connecting enterprises via 1000 cluster organisations registered at the **European Cluster Collaboration Platform** that reach out to over 100.000 SMEs, some 8.000 large firms and 11.000 universities/research organisations.



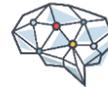
Building bridges across Europe's eco-systems through **50 European Strategic Cluster Partnerships** that use clusters as multipliers to support SMEs in:



innovation and shaping EU value chains



internationalisation and access to global value chains



industrial transformation towards digitalisation, uptake of advanced technologies and services, resource-efficient solutions towards decarbonisation and the Circular Economy, and upskilling



Cluster Internationalisation Programme for SMEs (COSME, €19M)

Supporting SME access to global value chains through clusters

COSME

Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020

European Cluster Collaboration Platform (ECCP)

- The hub connecting clusters across Europe & beyond
- Over 880 cluster organisations profiled !!!



EUROPEAN
CLUSTER COLLABORATION
PLATFORM .eu

<https://www.clustercollaboration.eu/>

International cluster matchmaking events in third countries and Europe:

- EU-Taiwan: 6-8 March, Lyon (France)
- EU-Morocco: 9-11 April, Casablanca
- EU-Canada: 4-6 June, Toronto

European Strategic Cluster Partnerships – Going International (ESCP-4i)





COSME
 Programme for the
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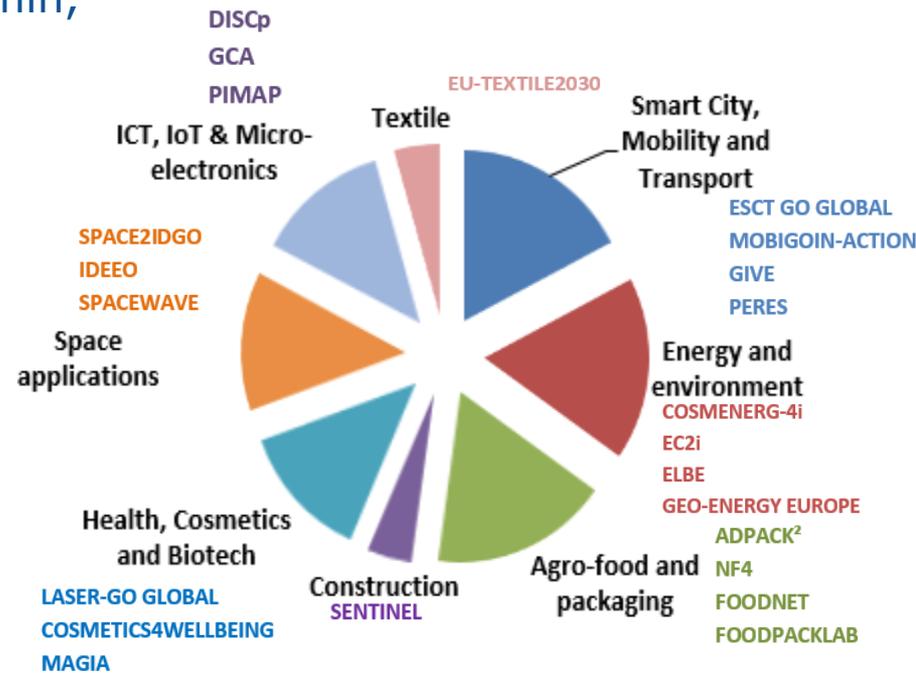
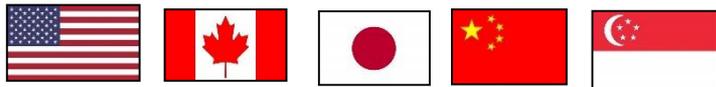
'EU Clusters Go International' action



Promoting cluster cooperation for industrial leadership in global markets through **European Strategic Cluster Partnerships for Going International (ESCP-4i)**

- **25 Cluster partnerships** (EUR 6,84+0,4 mln, of which two projects in the field of Dual-use defence)
- **141 cluster organisations** representing over **17,000 SMEs**
- Supporting **joint international strategies & collaboration with partners in third countries** for the benefit of SMEs

main target countries:
 USA, Canada, Japan, China, Singapore

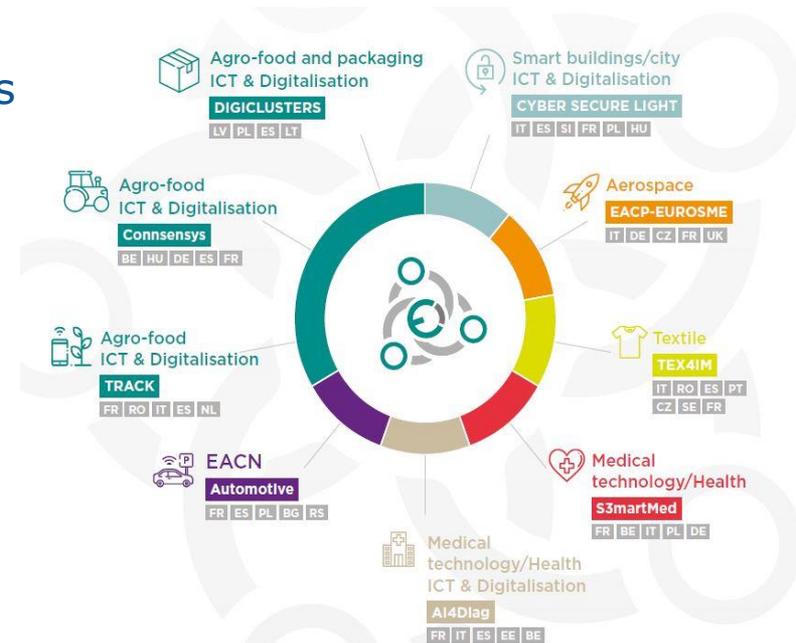


European Strategic Cluster Partnerships for smart specialisation investments

Boosting industrial competitiveness and investments in the EU via cross-regional cooperation and networking

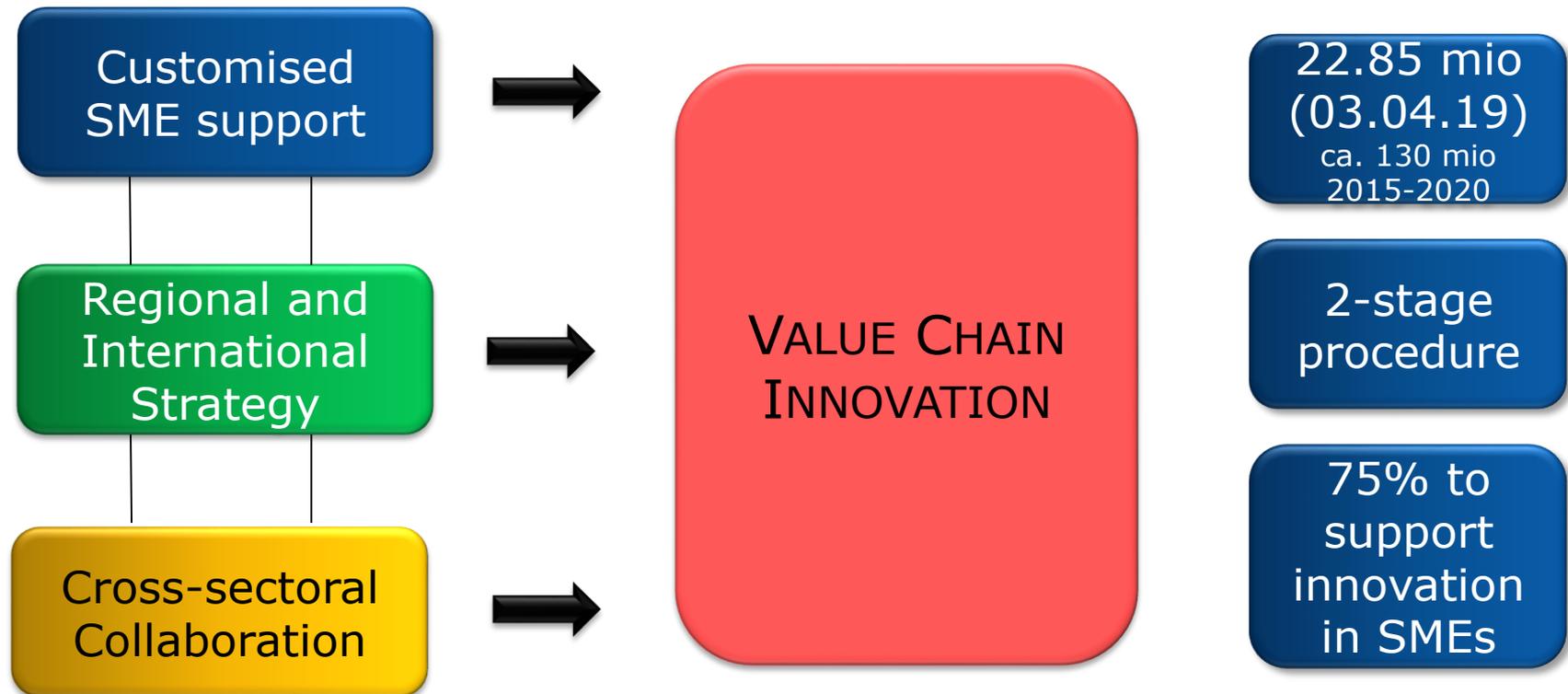


- ◆ implementation of **9** cluster partnerships to boost **collaboration and investments** linked to smart specialisation & industrial modernisation
- ◆ **€3.1** million (COSME) with 346.000 €/project
- ◆ **57** project partners from **19** European countries
- ◆ more than **4.500 SMEs** directly or indirectly benefited
- ◆ complement mobilisation of interregional RIS3 partnerships of regional authorities under **Smart Specialisation Platform for Industrial Modernisation**

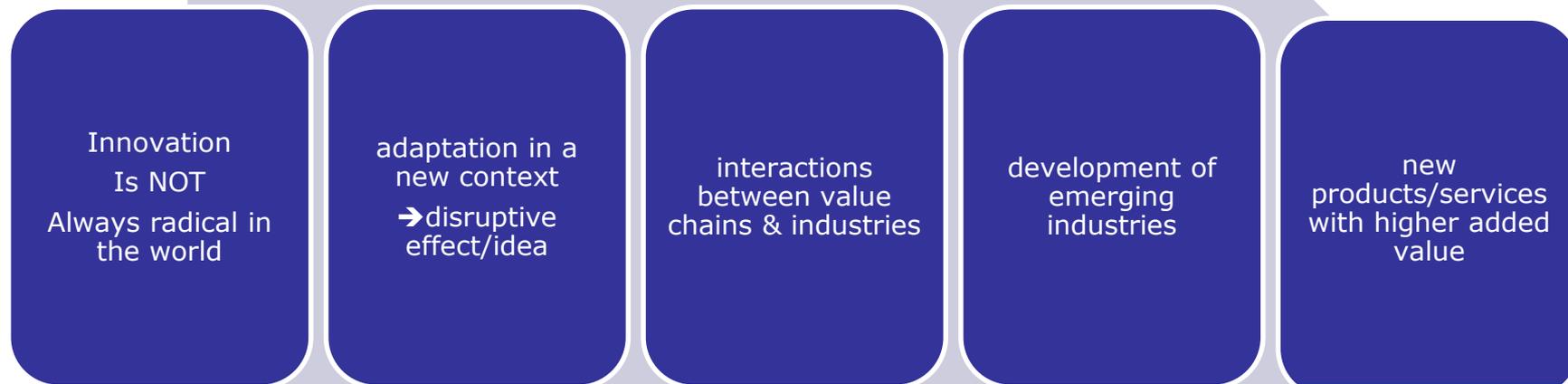


Cluster facilitated projects for new industrial value chains

Using cluster organisations to facilitate value chain innovation & industrial transformation



Why focus on value chain innovation?



**"INNOVATION SHOULD
BREAK SOME OUT-
DATED RULE, BUT
NEEDS A LEVEL OF
GUIDANCE"**

Pearl Zhu

startus

**"INNOVATION IS AN
EVOLUTIONARY
PROCESS, SO IT'S
NOT NECESSARY TO
BE RADICAL ALL
THE TIME"**

Marc Jacobs

- ... using clusters to exploit innovative potential of SMEs

**"FUNDAMENTALLY,
INNOVATION IS THE
STATE OF MIND TO
THINK AND DO
THINGS FROM A
NEW ANGLE"**

Pearl Zhu



Cluster facilitated projects for new industrial value chains INNOSUP-1

Supporting cross-sectoral & cross-regional innovation in SMEs

- Out of the 13 ongoing projects (2015-2017) 9 projects reached out to > 3,000 SMEs & supporting 500 SMEs directly, through innovation vouchers (€60,000)
- Max € 5 million per project with 75% of budget to support innovation in SMEs
- during 2015-2020, INNOSUP-1 aims to support 2,000 SMEs directly (€ 130 million)

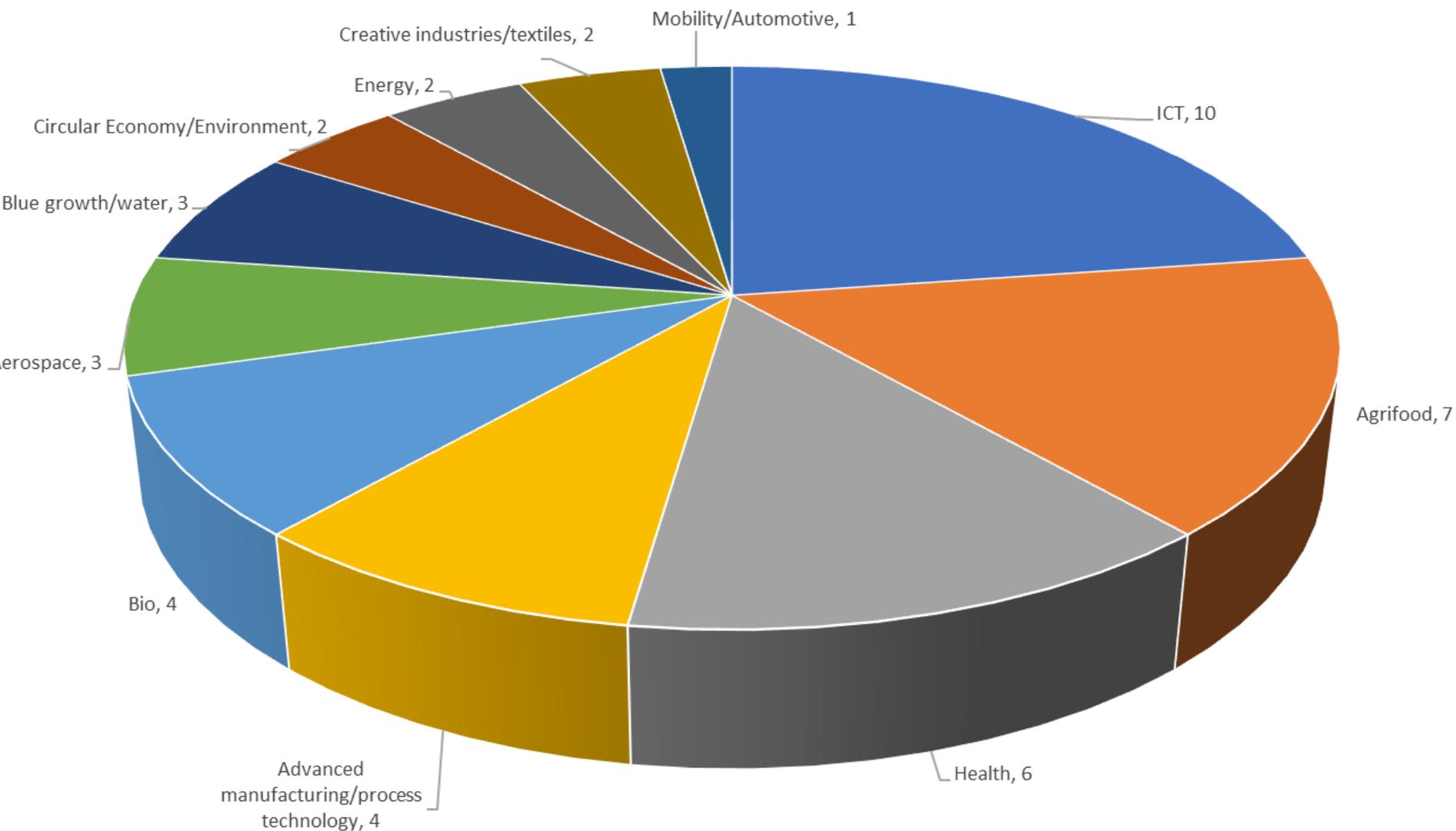


Next call → apply by 3 April 2019 (€22.85 million)



INNOLABS





Cluster collaboration & intelligence tools

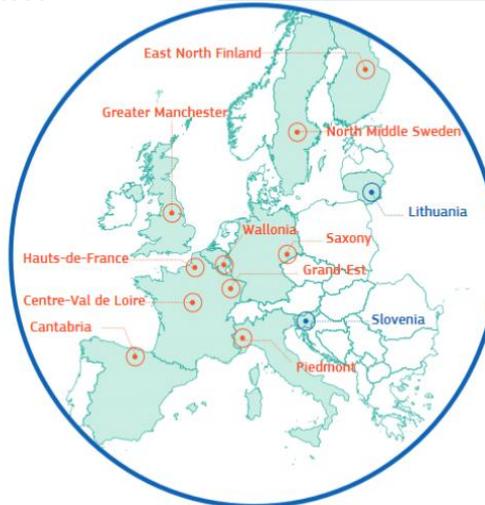


*Finding partners/cluster organisations
(partner search, matchmaking etc)*

- Mapping over 880 cluster organisations
- 320 clusters having 1400 meetings with internat. partners & 500 with EU partners
- 10.000 monthly visitors to the website
- 4.500 subscription to newsletters and weekly digests
- 1000+ news items published
- 600+ events promoted



*Comparing
regional strength
(sectoral & cross-sectoral
cluster mapping)*



- Regional Ecosystem Scoreboard
- 12 pilot regions in industrial transition
- Trends, emerging industries, priority sector reports
- Cluster policies in Member States
- Smart guides including on cluster partnerships and entrepreneurship support

The Circular Economy, a win-win opportunity

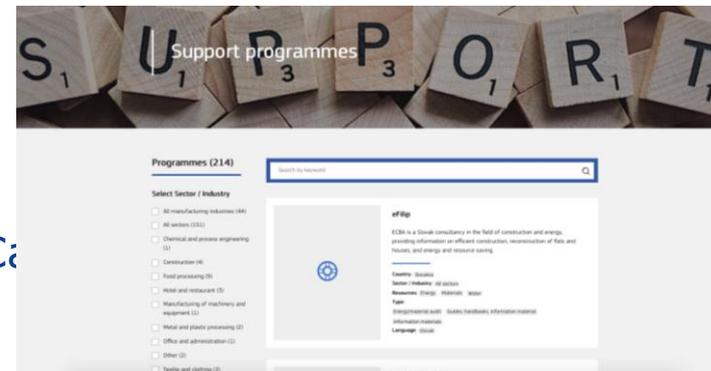
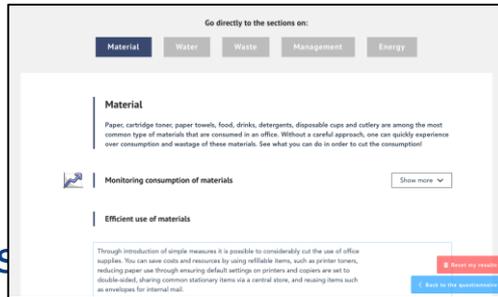
- Savings of €600 billion for EU businesses, equivalent to 8% of their annual turnover
- Creation of 580,000 jobs
- Reduction of EU carbon emissions by 450 million tonnes by 2030
- Exports



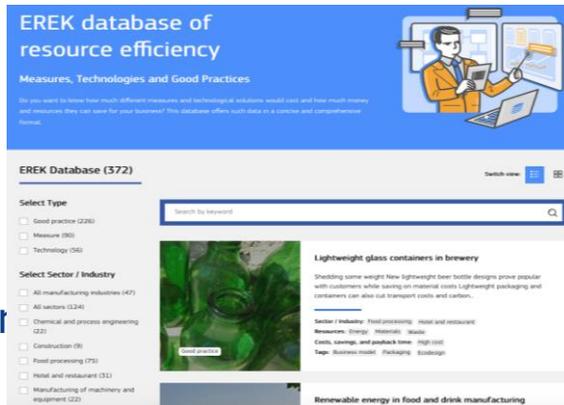
LOW
CARBON
BUSINESS
ACTION
IN MEXICO

EREK's services to SMEs and SME support organisations

Tailored report for SMEs on resource efficiency performance



Database of s



Support





European Cluster Excellence Programme



Strengthen cluster management excellence and strategic interregional partnering to foster cluster capacity building and SME competitiveness

Budget: EUR 3,6 mln - 10-12 partnerships (max EUR 360.000 per project)
Published - Deadline for applications 04/04/2019

Information webinar on 12/02/2019:

<https://webcast.ec.europa.eu/cluster-excellence-info-day-12-02-19>

Expected tasks:

1. Enhance cluster managers' **skills**
2. Support **cluster strategy** development (at cluster and partnership levels)
3. Organise twinning, collaboration, networking and learning activities and cooperation projects for cluster organisations, technology centres and SMEs
4. Implement „**ClusterXchange**“ pilot scheme (short-term visits with lump sum payments)

European Cluster Excellence Programme

European Strategic Cluster Partnerships for Excellence (ESCP-4x)

Development of
**cluster
management skills,
cluster strategy
and learning**
(Mandatory activity)

Development of
**partnership
strategy**
(Optional activity)

Implementation of
joint activities, such
as B2B and C2C
collaboration
(Optional activity)

Implementation of '**ClusterXchange**' pilot scheme
(Mandatory activity)

Eligible: cluster organisations, SMEs and scaling-up support organisations, e.g. technology centres, research institutes, fab labs, (digital) innovation hubs, creative hubs, resource-efficiency service providers, incubators and accelerators of a cluster.

Target: 50 exchanges per partnership, 50% involving SMEs

Outreach and awareness-raising activities
(Mandatory activity)

Awareness-raising of the cluster and partnership activities and their impact within the regions and beyond, including outreach and engagement of the target group of the ClusterXchange scheme.

The future of EU Cluster Policy

AN OPEN AND INCLUSIVE DIALOGUE



European Cluster Policy Forum



Dialogue among
all EU Member States,
European Commission &
experts about modern
cluster policies

watch here:

<https://youtu.be/hoAtGU1casQ>

Synergies between cluster initiatives and industrial, innovation and regional policies, especially in relation to smart specialisation, SMEs scaling-up and cross-sectoral collaboration

Using clusters in supporting entrepreneurship and the scaling-up of SMEs

Using cluster partnerships to help clusters & their members go international

Cluster capacity-building & professionalisation of cluster management (Erasmus for cluster managers)

East & North
FINLAND
Itä- & Pohjois-
SUOMI



COSMETIC
VALLEY
FRANCE



microTEC
Südwest

CONFERENCE & MATCHMAKING
EVENT
BALTIC
CLUSTER
FORUM
2019
March 19th, Kaunas

FUTURE
week
by cluster stakeholders.

clusters.es

Interreg
Alpine Space
S3-4AlpClusters



EUROPEAN
CLUSTER COLLABORATION
PLATFORM

European
Commission

JOINT ROMANIAN –
HUNGARIAN
INTERNATIONAL
CLUSTER CONFERENCE
2018
- BRIDGING COUNTRIES
REACHING EUROPE



romania2019.eu

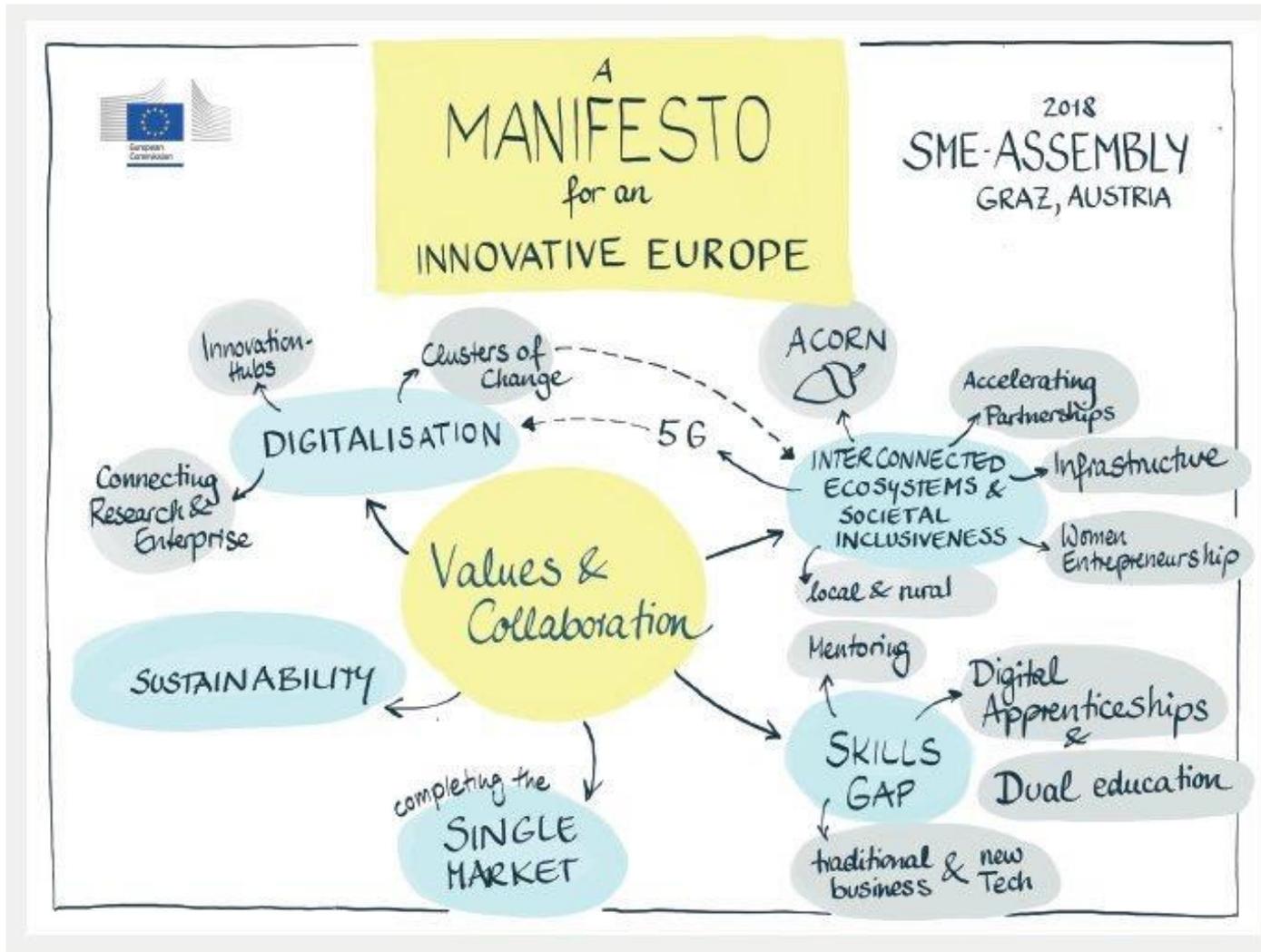
- organised around the 'cluster' topic or a specific topic closely related to it.

Call for application for organisations wishing to host national/regional cluster events under #EUClusterWeeks between November 2018 - April 2019

<https://www.clustercollaboration.eu/open-calls/call-organise-events-part-eu-cluster-weeks-2018-2019>

All the events on <https://www.clustercollaboration.eu/event-calendar/eu-cluster-weeks>

Stakeholder feed-back



Industry 2030 High-level Industrial Roundtable

A globally leading European industry, responsibly delivering value for the society, the environment and the economy

1

Manage Transformation

Global leadership in clean tech; digitisation and transformation to a low-carbon, efficient economy

2

Champion Global Competitiveness

Reinvigorating the Single Market; EU framework enabling its future global competitiveness; promoting free and fair trade

3

Address Social Inclusiveness, Values, and Governance

Social inclusiveness and values as growth drivers and addressed by policies; skills for the future; collaborative approaches



Mandate

- Identify key strategic value chains for Europe which require well-coordinated actions and investments from industry and public authorities from several Member States
- Build a common vision for joint efforts and investments in these strategic value chains
- Advise on Important Projects of Common European Interest.

Members

- High-level representatives from Member States, industry associations, RTOs, independent experts

"Connecting Ecosystems: Bridge. Inspire. Change"

Bucharest, Romania 14-16 May 2019:



Over 400 participants across Europe share their experience & co-design to inspire the future of European Cluster Initiatives getting ready for post-2020

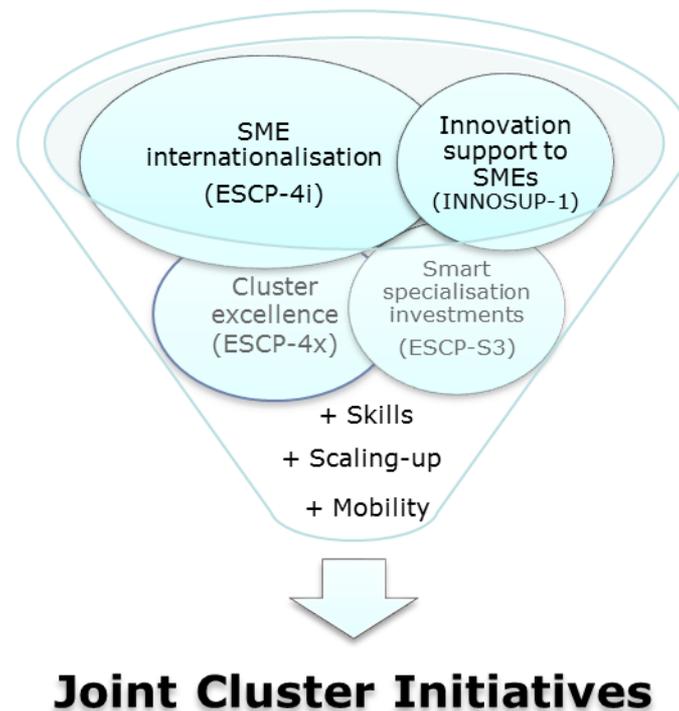
Towards Joint Cluster Initiatives

- - Industry-focused actions guided by joint strategies of **specialised SME intermediaries**
- - Thematically targeted, with **cross-regional and cross-sectoral outreach to SMEs**
- - Channelling scale-up support to groups of SMEs to boost **industrial transformation**

Building EU value chains,
industrial modernisation &
capacity building

Skills upgrading,
talent attraction &
entrepreneurship
acceleration

Boosting
internationalisation
& access to
global value chains



Thank you

<https://ec.europa.eu/growth/industry/policy/cluster>
<http://www.clustercollaboration.eu/>

[@Clusters_EU](https://twitter.com/Clusters_EU)



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