

# Enterprise and Industry

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## **"The Experience of Cluster Internationalisation under CIP and Outlook Towards 2014-2020- Next Steps"**

**Workshop**

***"Cross-sectorial and cross-border cooperation of  
clusters in support of green chemicals industries"***

**Brussels, 27 February 2014**

EC CIP -

Competitiveness and Innovation Programme 2007/2013

EC COSME – Cooperation for SMEs 2014/2020



HORIZON 2020

The background of the slide features a stylized graphic of the Earth's horizon. A small globe is positioned at the center of the horizon line, with bright blue light rays emanating from it, creating a sense of depth and innovation. The overall color scheme is a gradient of blues, from deep navy to bright cyan.

## **COSME AND EC SUPPORT to Clusters 2014 - 2020**

- a. ESCPs - European Strategic Cluster Partnerships – Go International:**  
7/8 – 1st Call Spring 2014 – [150 000 – 350 000 €] / each
- b. Near-market Demonstrators facilitated by clusters** to deploy, de-risk, validate, scale-up of newly competitive business solutions *Cluster Projects: 1Q 2015 (24,9M €) / ca. 6 M € each*
- c. Training on European Cluster Excellence Management**  
*Support for clusters in partnerships 1Q 2014 (1M €)*
- d. Green Action Plan for SMEs – to be adopted March 2014**
- e. Low Carbon Business Solutions – to be adopted March 2014**
- f. Cluster cooperation with Brazil on bio-economy – 21 March 2014 deadline**



## ***ESCPs - European Strategic Cluster Partnerships – Go International: Call Spring 2014***

**Put together a Consortium of Cluster Organisation:**

**Minimum 3 cluster organisations  
3 Member States**

- or join any of the six pilot projects (ref.: European Cluster Collaboration Platform)

**Your ESCP Agenda:**

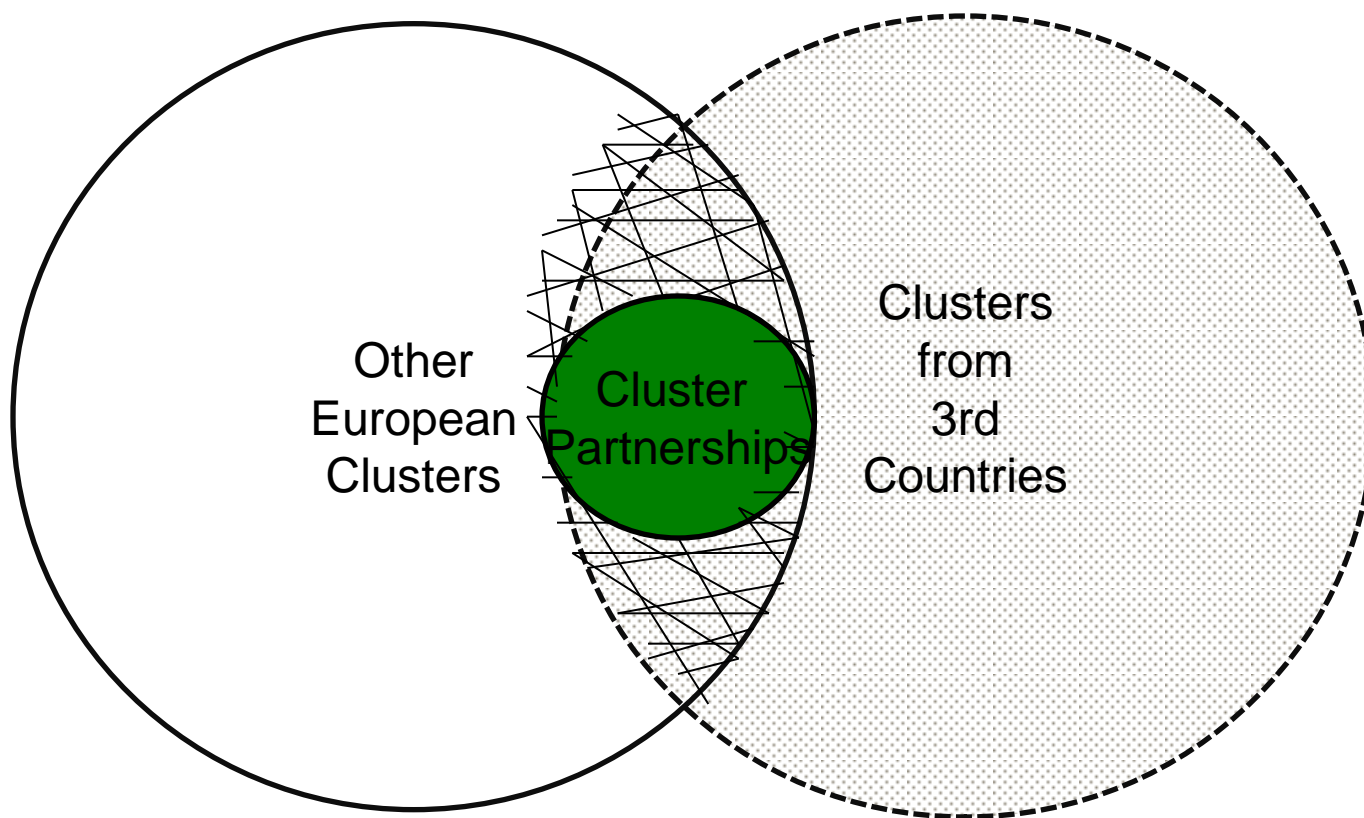
**A Joint Internationalisation Strategy**

- for all the clusters in your consortium towards world-class European meta cluster
- **Eventually a ESCP would have a joint office abroad, common identity in EU**

**Your ESCP Approach:**

**Competiveness-edge: world-class meta-cluster:  
added value; cross-sector; innovation; integration of services in  
manufacturing; societal challenges (e.g., sustainability: green and greening of  
industries, resources efficiency)**

## EUROPEAN STRATEGIC CLUSTER PARTNERSHIPS: Cooperation at European & Internationalisation level



## Joint Internationalisation Strategy

**Which Tools? A joint Office abroad?**





## European Strategic Cluster Partnerships Overview – *Illustration only*

Name	Sector	Partners/Countries	Target Countries
European Lighting Cluster Alliance - ELCA	Lighting Technology	11 from 10 countries (DK, IT, ES, FR, BE, SE, DE, UK, FI, NL)	China
European Aerospace Cluster Partnership - EACP	Aerospace	9 from 5 countries (FR, DE, ES, PT, IT)	USA, Canada, Japan
ICT4Future	ICT	5 from 5 countries (PT, SE-DK, PL, FR, ES)	USA, Brazil, Russia
European Sports Cluster Partnership	Sport	5 from 4 countries (ES, FR, NL, IT)	USA, Taiwa, Korea, Japan, Brazil, Argentina, Chile
European Semiconductor Cluster Consortium - ESCC	Micro&Nanoelectronics	6 from 6 countries (DE, NL, BE, IT, FR, GR)	USA, Taiwa, Korea, Israel, China
Food, Health & Wellbeing Partnership	Food	12 from 9 countries (IT, FR, NL, AT, HU, PL, ES, DE, IL)	Israel, Chile, USA, Brazil, India, China
Textile2020	Advanced Textile Material	8 from 6 countries (FR, ES, CZ, DE, UK, IT)	Brazil, Japan, South Korea, Tunisia, Morocco, Canada, USA, India
ESCP Energy in Water	Environmental Technology	9 from 8 countries (ES, FR, FI, DK, PL, DE, UK, SE)	USA, Canada, Brazil, China, Mediterranean Region, Baltic Sea Region + possibly India
Mind the Gap – Health and Wellbeing for elderly	New Materials	7 from 5 countries (DK, DE, ES, FI, SE)	Brazil, Russia, India, China
International Clean Tech Network - ICN	Cleantech	13 from 12 countries (DK, AT, IT, DE, NO, ES, FR, US, SG, ROK, CN, CA)	USA, Singapore, South Korea, China, Canada
Photonics & Packaging for Innovation - 3P4I	Packaging and food value chain	5 from 3 countries (ES, FR, DE)	-
ESCP for Personalized Healthcare	Healthcare	5 from 5 countries (ES, DE, IT, FR, UK)	USA, China, Brazil, Japan, Korea, North Africa
Natural Resource Efficient Europe - Natureef	Resource Efficiency	10 from 10 countries (PT, DE, FR, BG, AT, PL, HU, CZ, DK, ES)	China, India, South America, Australia, New Zealand





## ***Training on European Cluster Excellence Management***

*Cluster Projects: Call 1Q 20145 (1,0M €) / ca. 0,250 M € each*

### **For European Clusters in consortia**

(3 clusters minimum of 3 member States but average can typically range around 5 or 6 members)

### **Content:**

**training on cluster excellence with materials generated under the European Cluster Excellence Initiative**

**Clusters bidding in consortium might have an advantage if they pursue common purposes at large**

Typically there will be room for 4 consortia





## ***Low Carbon Business Solutions with 3rd-Countries (middle income countries) – Provisional – To Be Confirmed!***

**To provide technical assistance**  
for the establishment of **Cooperation Partnerships**  
**between EU businesses and businesses** in middle income countries and  
**for the elaboration of joint "bankable" proposals**

Time table:  
**Pilot Action 2014 - Actions: 2016- 2020**

**Total Budget for the proposals: ca. 15 M € / year (tbd)**

### **Objectives / Scope:**

Greening industries by adopting low carbon technology in areas such as energy production and consumption, transport, manufacturing process, waste management, agriculture and forestry

### **Eligibility:**

actors at three levels, (local) governmental,  
intermediary business associations such as clusters, and  
companies directly



## ***Near-market Demonstrators facilitated by clusters to deploy, de-risk, validate, scale-up of new business solutions***

*Cluster Projects: Call 1Q 2015 (24,9M €) / ca. 6 M € each*

Testing a range of technological and service concept solutions under real-life conditions

**Moving from small-scale pilot projects to large-scale near-market actions**

**Creating entrepreneurial opportunities**

Exploiting the transformative power of innovation to address societal challenges or specific problems

## Example of a Large Scale demonstrator: Green Chemicals Specific Product/Service Deployment

Where would you put a Green Chemicals Product/Service Deployment in the picture?  
What If a Airbus philosophy-led approach?



## ***Cluster cooperation with Brazil on bio-economy***

*MoU in place between the European Cluster Collaboration Platform and Brazil Cluster Secretariat*  
***For bottom-up bilateral cluster cooperation***

Policy opportunity to establish  
Special Monitoring of transformative cluster-based bottom up projects

**Suggestions are welcome!**  
**Deadline mid-March 2014**



## ***Green Action Plan – to be adopted***

*Focus on tools to stimulate resource efficiency by SMEs, eg  
Self-assessment tool to be developed probably through a call in 2014*

**Creation of a platform:  
European Resource Efficiency Centre**



**SMEs: Clusters and Emerging Industries Unit (D5)**  
**SMEs and Entrepreneurship Directorate**  
**European Commission, Enterprise and Industry Directorate-General**  
**[Entr-SMEs-Clusters-and-Emerging-Ind@ec.europa.eu](mailto:Entr-SMEs-Clusters-and-Emerging-Ind@ec.europa.eu)**

European Cluster Collaboration Platform

<http://clustercollaboration.eu>

Other:

European Cluster Observatory "Emerging Industries" report

<http://www.clusterobservatory.eu/system/modules/com.gridnine.opencms.modules.eco/providers/getpdf.jsp?uid=b20af4e5-581d-4462-a3eb-d178e4754011>

Expert Panel on Service Innovation in the EU (2011) final report

[www.europe-innova.eu/web/guest/innovation-in-services/expert-panel/publications](http://www.europe-innova.eu/web/guest/innovation-in-services/expert-panel/publications)

Smart Guide to Service Innovation

[http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.4\\_service\\_innovation\\_en.pdf](http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.4_service_innovation_en.pdf)