



Internal Market, Industry, Entrepreneurship and SMEs

Politica europea dei cluster

**Come utilizzare i cluster per
promuovere la modernizzazione
industriale e sostenere la
crescita delle PMI**

Dr Anna Sobczak

**Policy Officer for clusters &
emerging industries**

29 novembre 2018, Torino, Italia

Clusters nel Futuro dell'Europa

Grazie agli investimenti congiunti nell'innovazione e nella ricerca, si affermano diverse «Silicon Valley» europee che accolgono Clusters di investitori di capitali di rischio, start-up, grandi imprese e centri di ricerca.



Strategia di politica industriale dell'UE: il Consiglio adotta conclusioni

CHIEDE che la politica europea dei cluster venga ulteriormente sviluppata

allo scopo di collegare i cluster regionali ed espanderli fino a farli diventare cluster transeuropei di livello mondiale,

sulla base dei principi della specializzazione intelligente, allo scopo di favorire l'emergere di nuove catene del valore in tutta Europa.





*Investing in a smart,
innovative &
sustainable Industry:*

*A renewed EU
Industrial Policy
Strategy*



*Strengthening
Innovation in
Europe's Regions:*

*Strategies for
resilient, inclusive &
sustainable growth*



*Europe's next
leaders:*

*The Start-up & Scale-
up Initiative*



EU Policy Framework for Clusters

Ciclo delle politiche dei cluster





Politica europea del cluster per la crescita



**Clusters as
accelerators
for innovation
& industrial
change**

**Inter-
regional &
international
cluster
cooperation**

**Capacity-
building**



COSME
Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020



COSME
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Why focus on value chain innovation?

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

Pearl Zhu

startus

Innovation
Is NOT
Always radical in
the world

adaptation in a
new context
→ disruptive
effect/idea

interactions
between value
chains &
industries

development of
emerging
industries

new
products/services
with higher added
value

**"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

Why cross-regional cooperation matters?

... breaks regional silos

... mobilises around common smart specialization strategies

... Is important for the strategic use of innovation to develop new industrial value chains

... may offer further funding opportunities for possible collaboration ideas

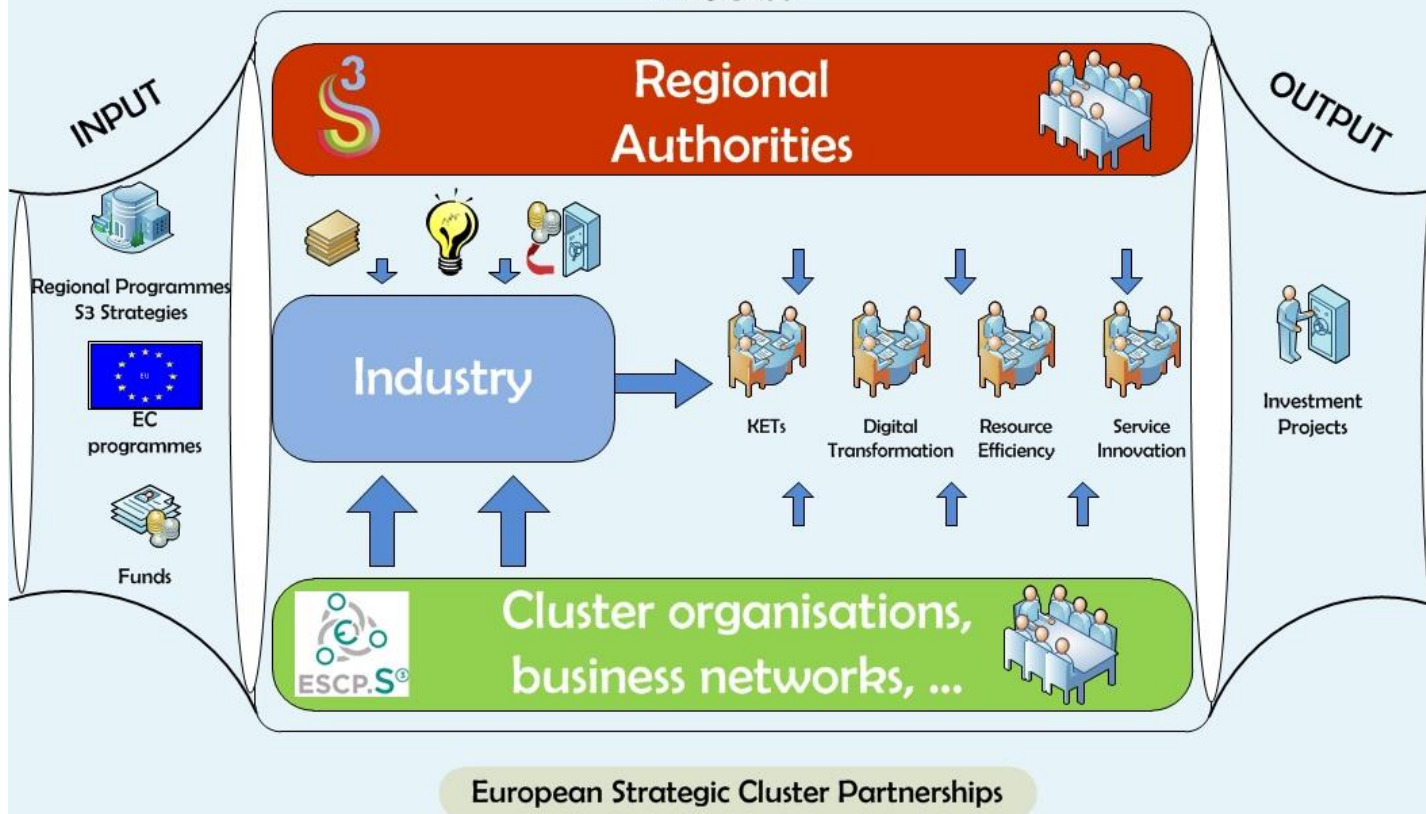
... may trigger complementary support via linking sectors & partners to smart specialisation priorities

as illustrated by partnerships under Thematic Smart Specialisation Platforms

Strategic cross-regional collaboration- Smart specialisation Platform on Industrial Modernisation

Industrial Modernisation Platform

PROCESS



[GROW your REGION
background document](#)



18 thematic areas under S3 for Industrial Modernisation



Advanced
manufacturing



3D Printing



Non-food
biomass



Efficient &
Sustainable
Manufacturing



Nano-Enabled
Products



Personalised
medicine



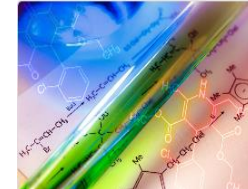
Social Economy



European
Cyber Valleys

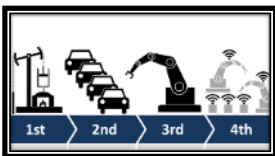


Artificial
intelligence &
Human machine



Chemicals

Advanced
materials
on bateries



SMEs to
Industry 4.0



Textile
Innovation



Medical
Technology



Sport



Photonics



Digitalisation &
Safety for
Tourism

Piemonte



Cluster facilitated projects for new industrial value chains (INNOSUP-1)

HORIZON 2020

Cluster facilitated projects for new industrial value chains INNOSUP-1

Supporting cross-sectoral & cross-regional innovation in SMEs

- 9 ongoing projects (2015-2017) 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)



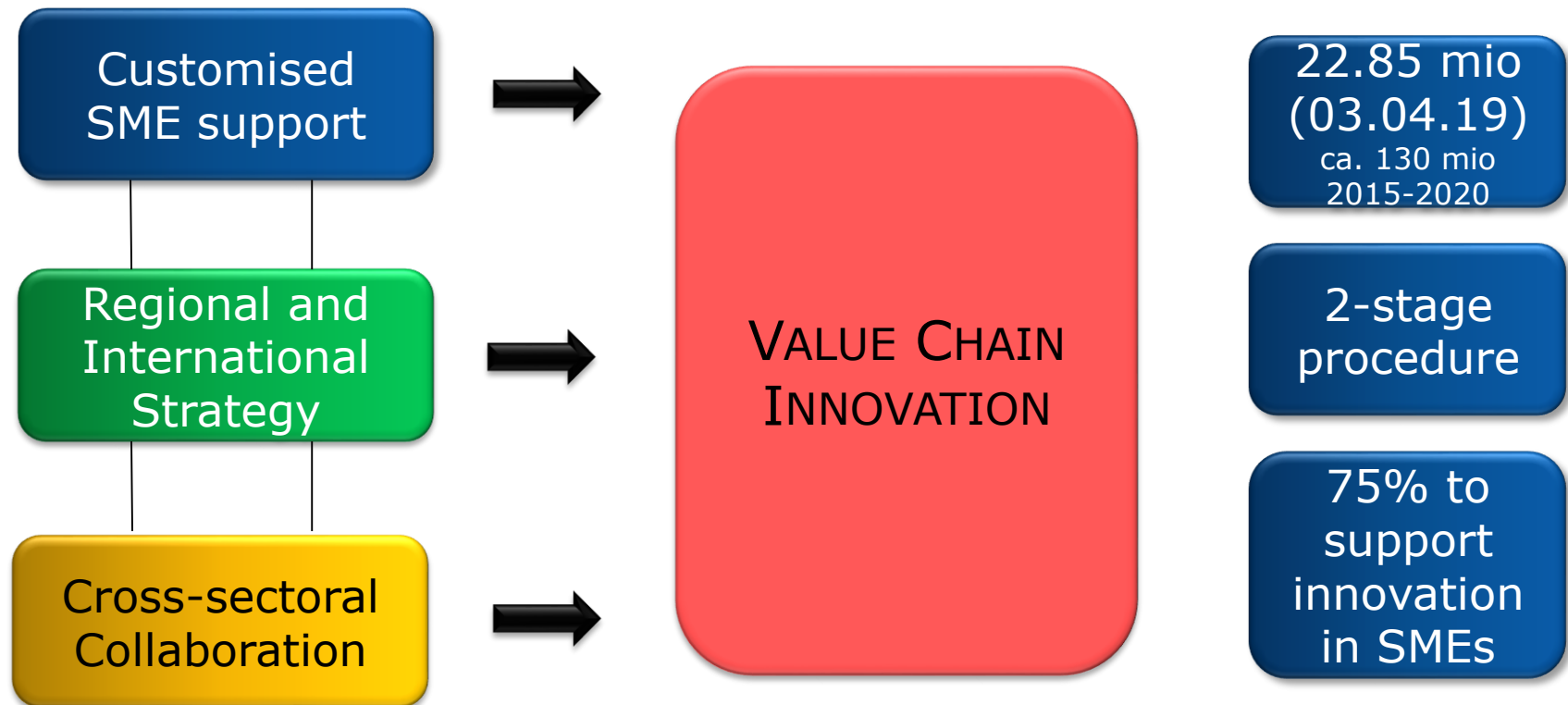
INNOLABS



Cross4Health



Using cluster organisations to facilitate value chain innovation & industrial transformation



What do we want from Innosup projects?

INPUT

- **cross-sectoral & cross-regional innovation**
- **Involvement of cluster organisations as facilitators**
- **Direct innovation support to SMEs (75 %)**
- **Complementarities with S3 strategies & other funding**
- **Variety of support innovation tools**

OUTPUT

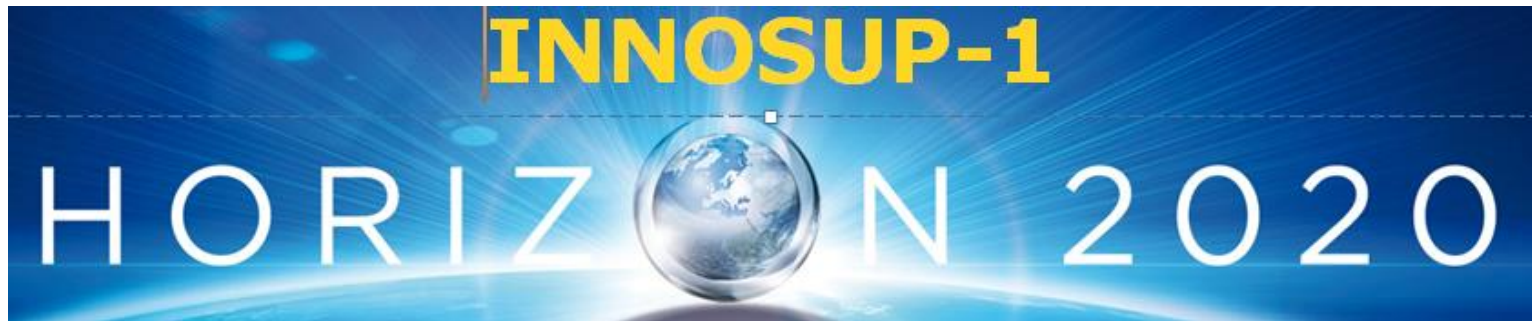
new or significantly improved:

- **products (goods &/or services)**
- **processes**
- **marketing methods**
- **organisational methods**
- **impact on resource efficiency (water, energy, material consumption)**
- **SMEs turnover & profit**

INNOSUP-1

HORIZON 2020

What are 13 ongoing projects?



142 PARTICIPANTS



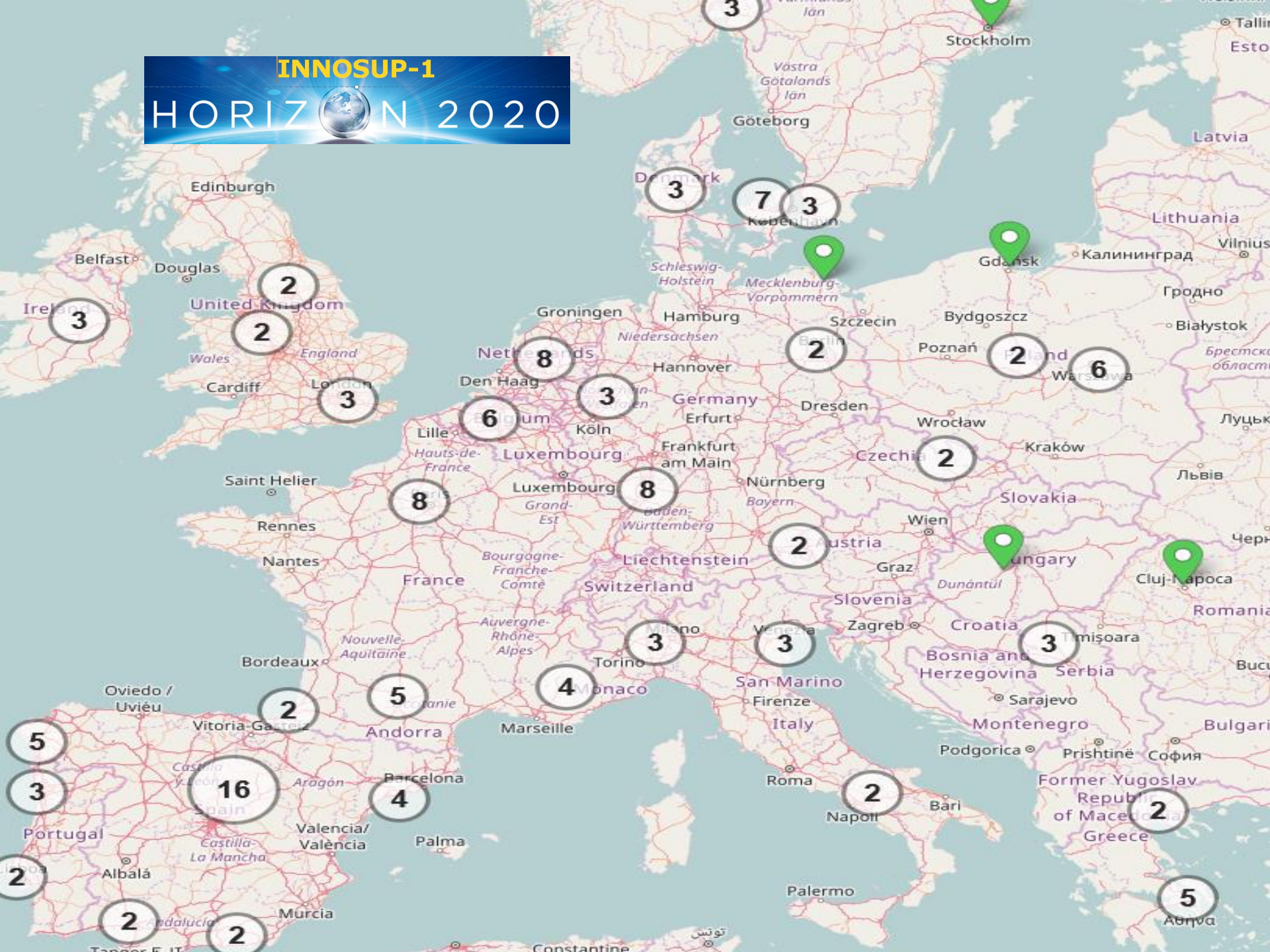
59,50M€ ALLOCATED



13 PROJECTS
COORDINATED

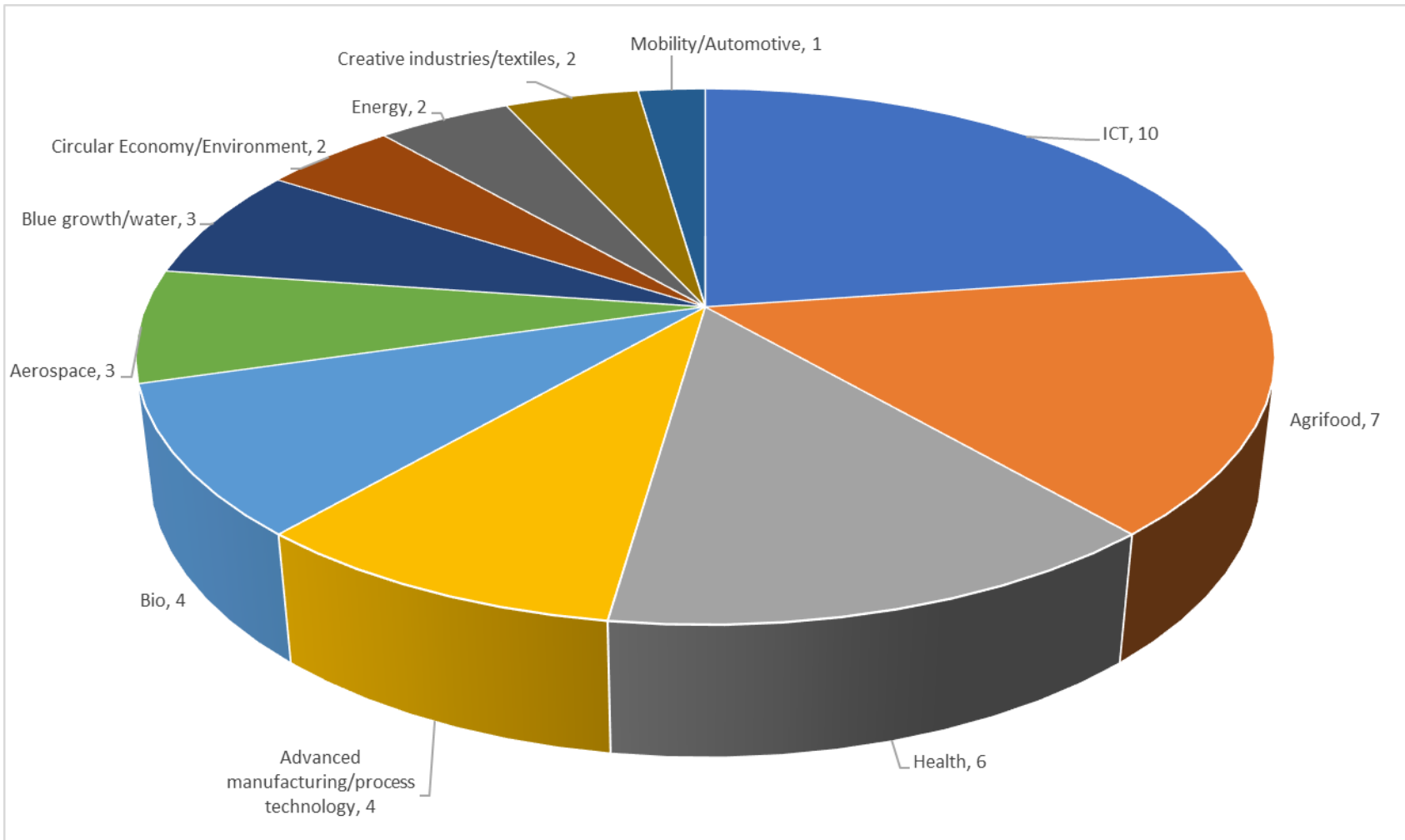
during 2015-2020, INNOSUP-1 aims to support 2,000 SMEs directly (€ 130 million)

INNOSUP-1
HORIZON 2020





Innosup-1 projects 2015-2017 thematic focus of 13 projects (9+4)





INNOLABS



PERMIDES

Cross4Health



Boosting innovative Digitech Value chains for Agrofood, forestry and environment
Advancing value chains for agrofood, forestry and environment with smart tech

DESIGNING CIRCULAR PROSPERITY



13 ongoing projects (2015-2016-2017)

INNOSUP-1

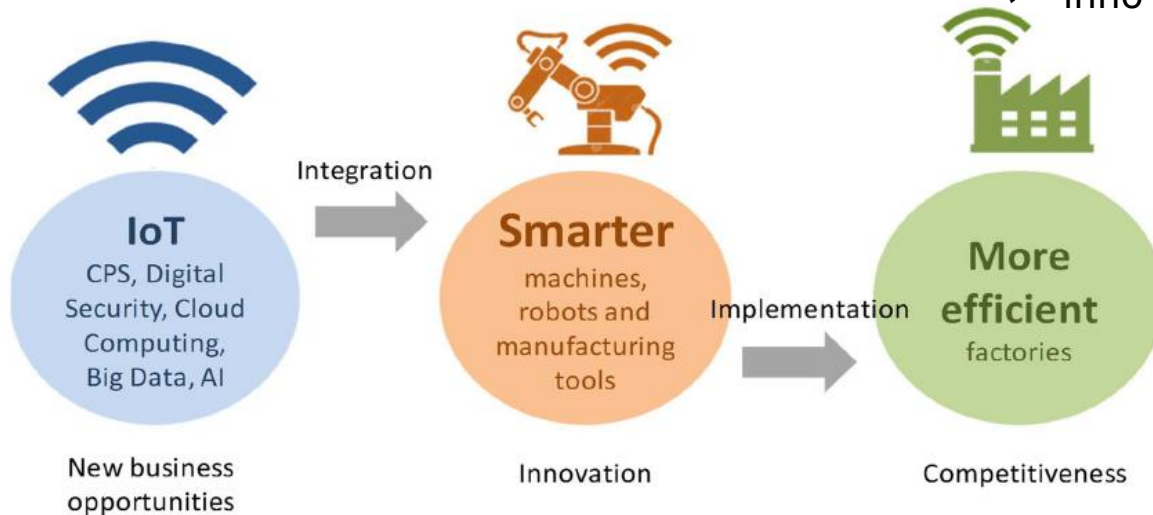


HORIZON 2020

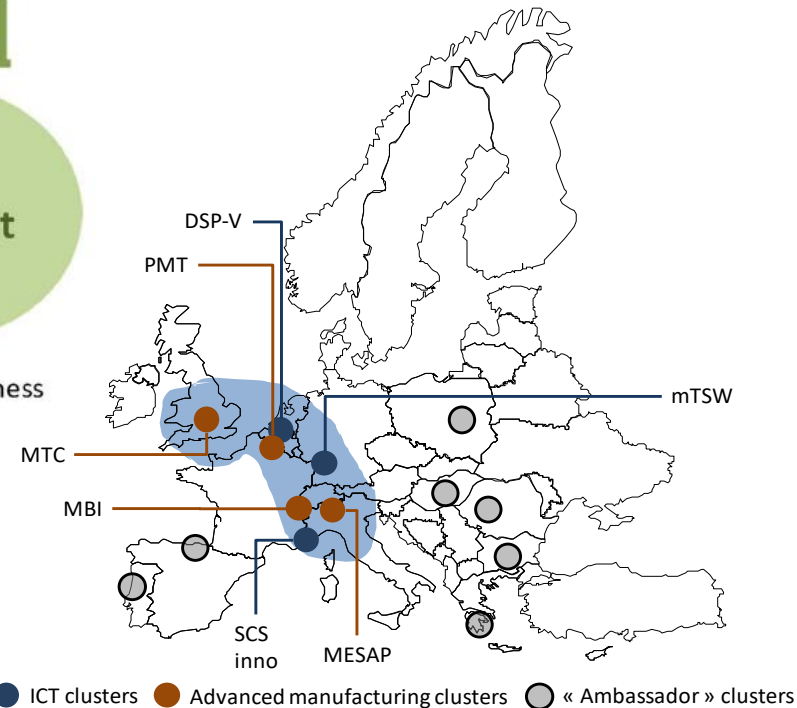
IOT4INDUSTRY

- ✓ SCS cluster (coordinator, France)
- ✓ Microtech Südwest (Germany)
- ✓ DSP Valley (Belgium)
- ✓ Mont-Blanc Industries (France)
- ✓ MESAP Polo di Innovazione Smart Products & Manufacturing MESAP per l'Italia (Italy)
- ✓ Pôle Mecatech (Belgium)
- ✓ Manufacturing Technology Center (UK)
- ✓ inno TSD (France)

New cross-sectoral value chain



for European SMEs



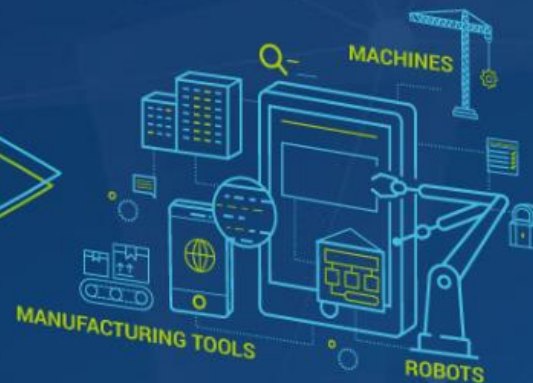
IOT 4 INDUSTRY

NEW CROSS-SECTORAL VALUE CHAIN FOR EUROPEAN SMEs

NEW BUSINESS OPPORTUNITIES



INNOVATION



COMPETITIVENESS



INTERNET
OF THINGS

SMARTER

MORE
EFFICIENT

European Strategic Cluster Partnerships for smart specialisation investments



COSME

Programme for the
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2014-2020

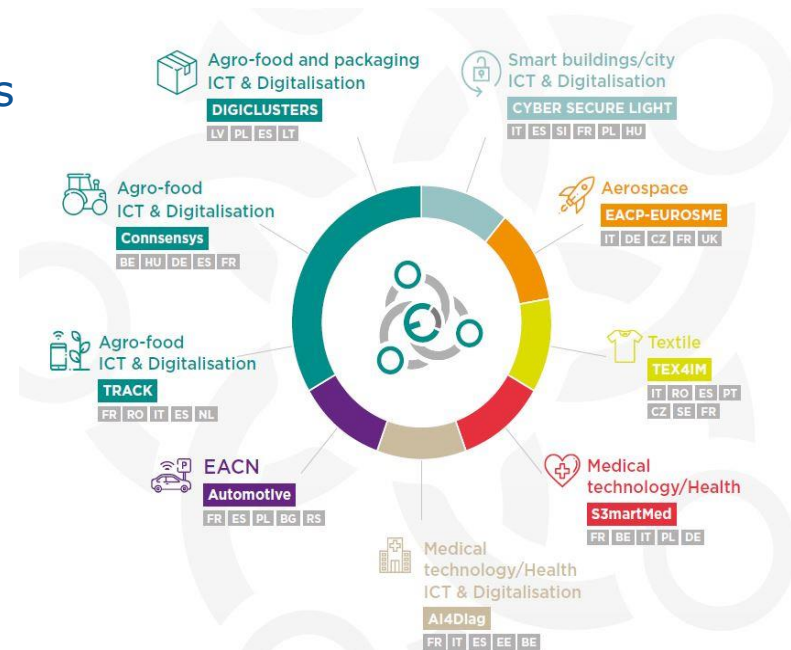


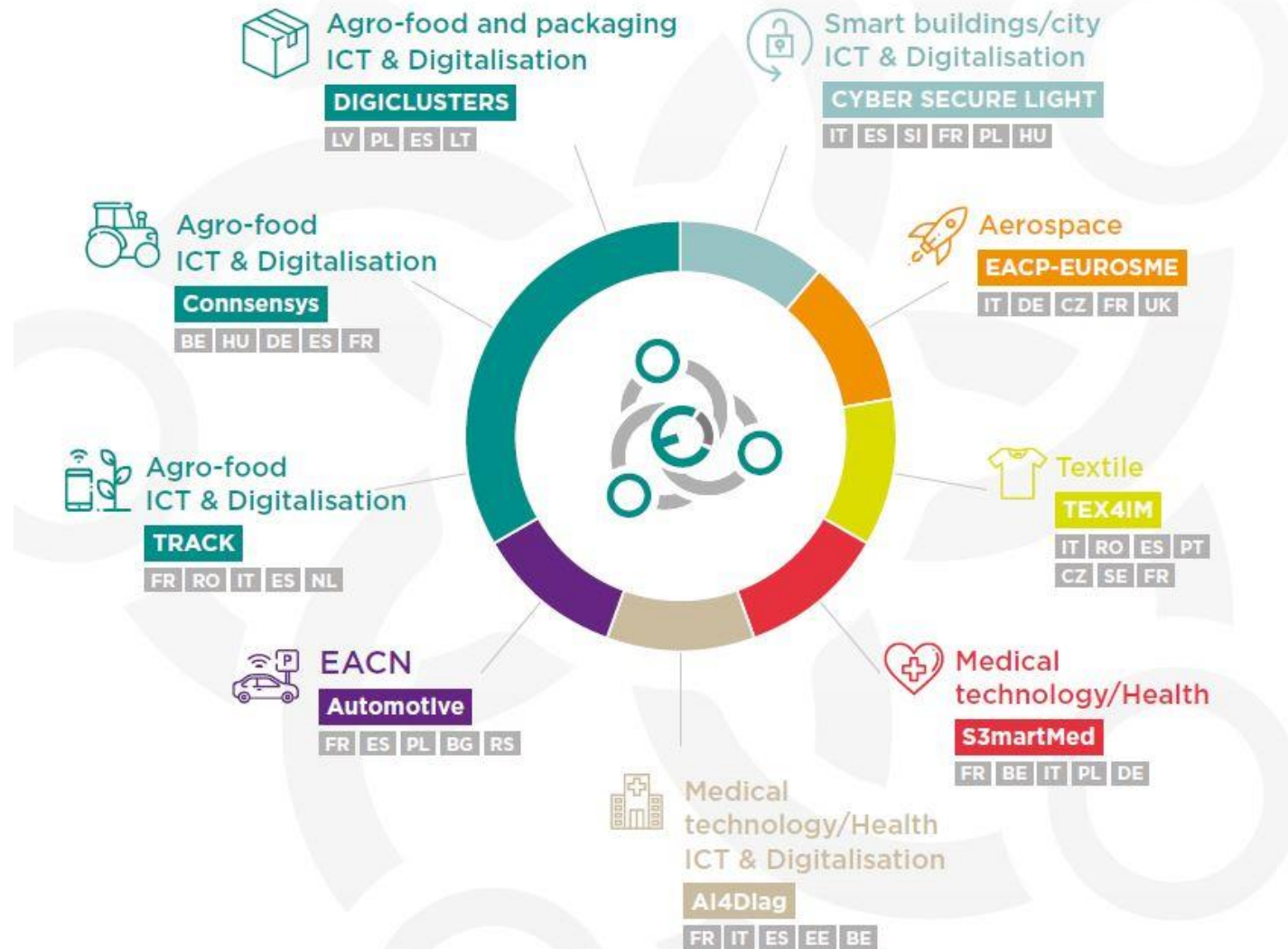
European Strategic Cluster Partnerships for smart specialisation investments

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**

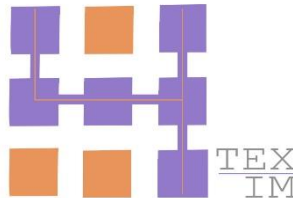






Textile Clusters for Industrial Modernisation (Tex4IM)

- Set up a sustainable incubator & accelerator system for the generation of joint investment projects in TC & other related or cross-linkable sectors;
- To develop a joint strategy for industrial modernisation of TC sector
- To accelerate the uptake of innovation & increase of production by TC SMEs, thanks to a more focused & effective R&D matching & a more efficient design of new business models & value chains



OTIR2020 – TUSCANY FASHION CLUSTER
(NEXT TECHNOLOGY TECNOTESSILE S.R.L.)

ASTRICO NORD-EST

ATEVAL - ASOCIACION DE EMPRESARIOS
TEXTILES DE LA REGION VALENCIANA

CITEVE - CENTRO TECNOLÓGICO DAS
INDÚSTRIAS TEXTIL E DO VESTUÁRIO DE
PORTUGAL

CLUTEX - KLAŠTR TECHNICKÉ TEXTILIE

PO.IN.TEX (CITTA STUDI SPA)

SMART TEXTILES (HOEGSKOLAN I BORAS)

UP-TEX



1. Circular economy
2. Industry 4.0 & advanced manufacturing
3. Digital technologies, including digital platforms, e-marketing and thematic social communities;
4. Advanced Textile Materials (ATM);
5. Creativity as a new business model for TC value chains creation.

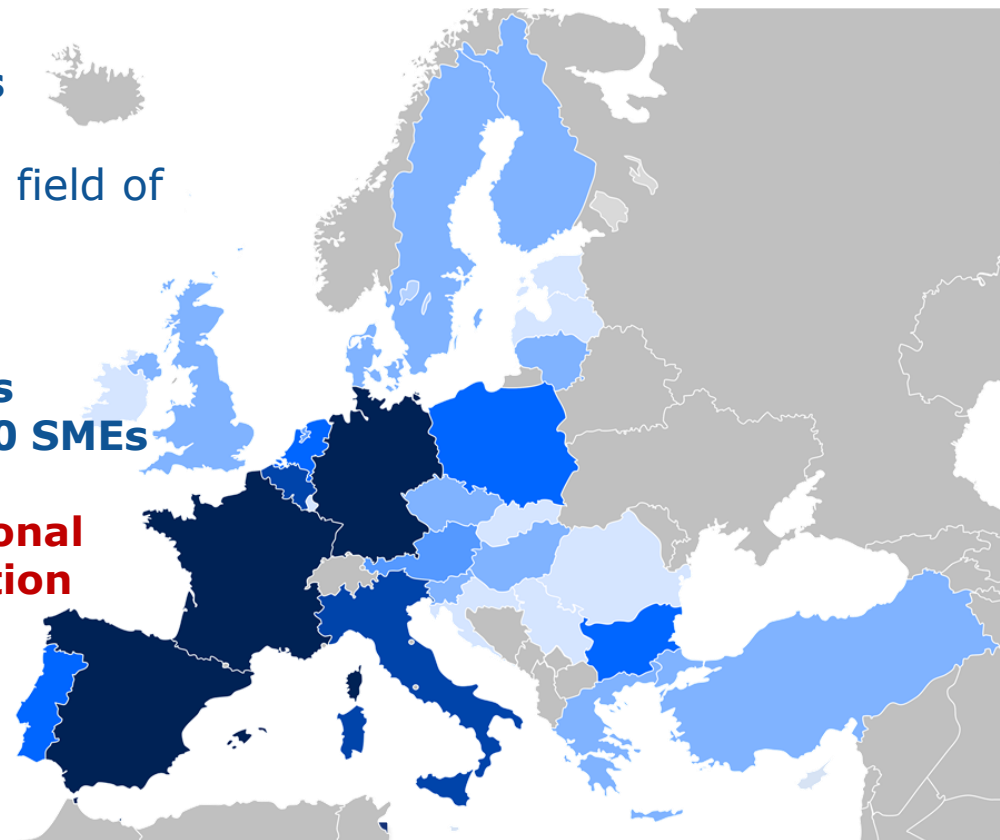
European Strategic Cluster Partnerships – Going International



'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**
(6,84+0,4 mio €, COSME)
of which two projects in the field of
Dual-use defence
- **141 cluster organisations**
representing over 17,000 SMEs
- Supporting **joint international
strategies and collaboration
with partners in third
countries** for the benefit
of SMEs



**Nb of
partners
involved per
country in
this action**



0



1-3



4-6



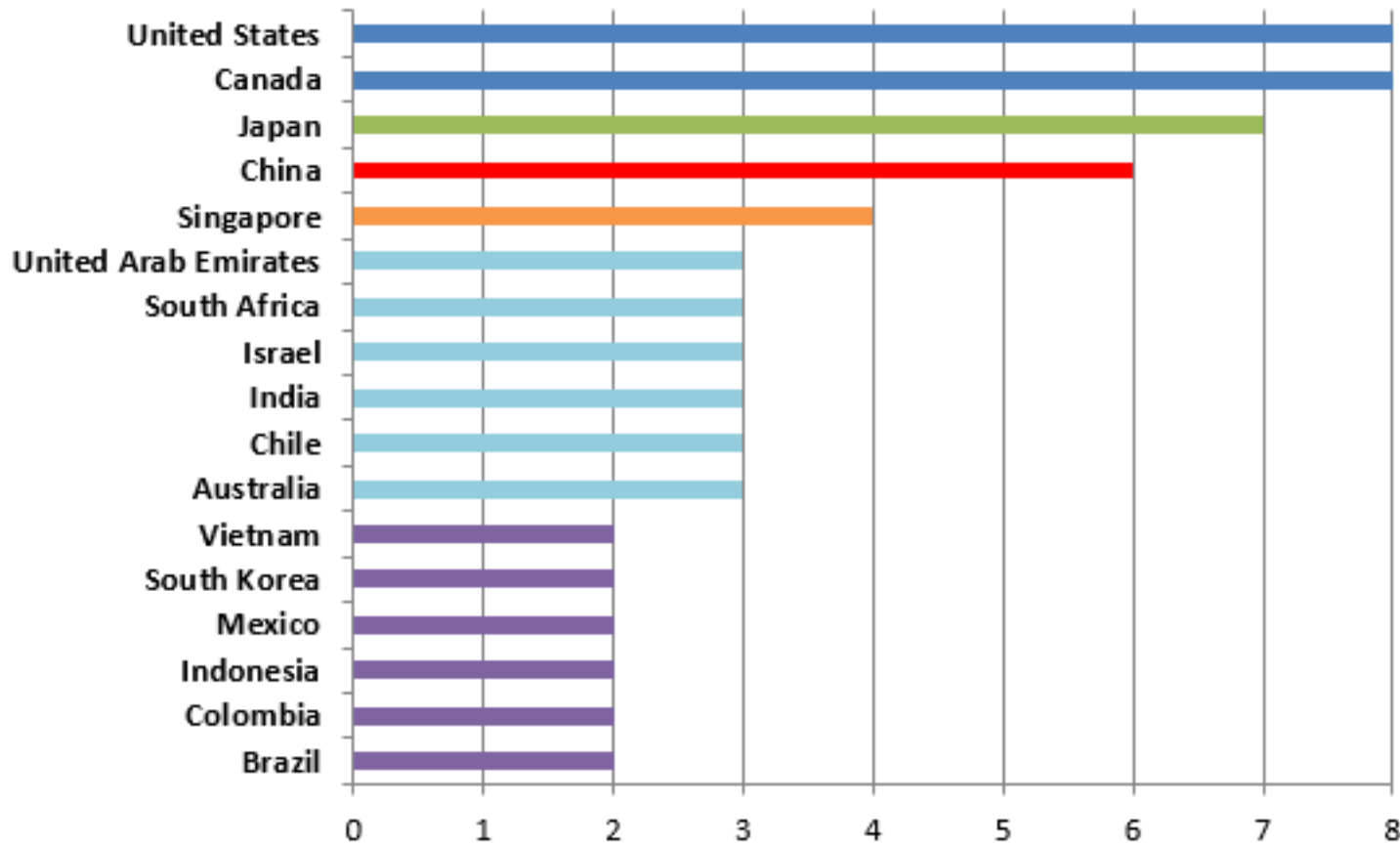
7-9



10+

EU 'Clusters Go International' Partnerships (2018-2019) Overview

Main Target Countries



Other target countries by 1 Partnership:

Bolivia,
Costa Rica
Ecuador
Jordan
Kenya
Malaysia
Morocco
New Zealand
Peru
Philippines
Qatar
Taiwan
Thailand

EU 'Clusters Go International' Partnerships (2018-2019) Overview

Sectoral and Industrial Focus



DISCp
GCA
PIMAP

ICT, IoT & Micro-
electronics

Textile **EU-TEXTILE2030**

Smart City,
Mobility and
Transport

ESCT GO GLOBAL
MOBIGOIN-ACTION
GIVE
PERES

SPACE2IDGO
IDEEO
SPACEWAVE

Space
applications

Energy and
environment
COSMENERG-4i
EC2i
ELBE
GEO-ENERGY EUROPE

ADPACK²

NF4

FOODNET

FOODPACKLAB

Agro-food and
packaging

Construction
SENTINEL

Health, Cosmetics
and Biotech

LASER-GO GLOBAL
COSMETICS4WELLBEING
MAGIA

International Cluster Match-making Events

2018



- **EU-Western Balkan countries Policy Learning & Matchmaking Event, Zagreb, 22-23 Nov. 2018**
 - Energy
 - Cleantech
 - Smart city
 - Transport (electric mobility)
 - Enabling technologies used to develop innovations in clean energy products, services and solutions, such as lightweighting, composites, additive manufacturing, nanotechnology, ICT
- **EU-Korea Cluster Matchmaking Event, European Utility Week, Vienna, 7-8 November 2018 (tbc)**

Agro / Food, IT, Manufacturing / Automotive, Tourism / Maritime, Textile / apparel / footwear, Pharma / chemicals, Energy



<https://www.clustercollaboration.eu/event-calendar/eu-korea-cluster-matchmaking-event>



<https://www.clustercollaboration.eu/event-calendar/eu-western-balkans-cluster-policy-learning-and-matchmaking-event>

European Cluster Excellence Programme so far

Supporting capacity building in cluster management to raise innovation capacity and competitiveness of clusters

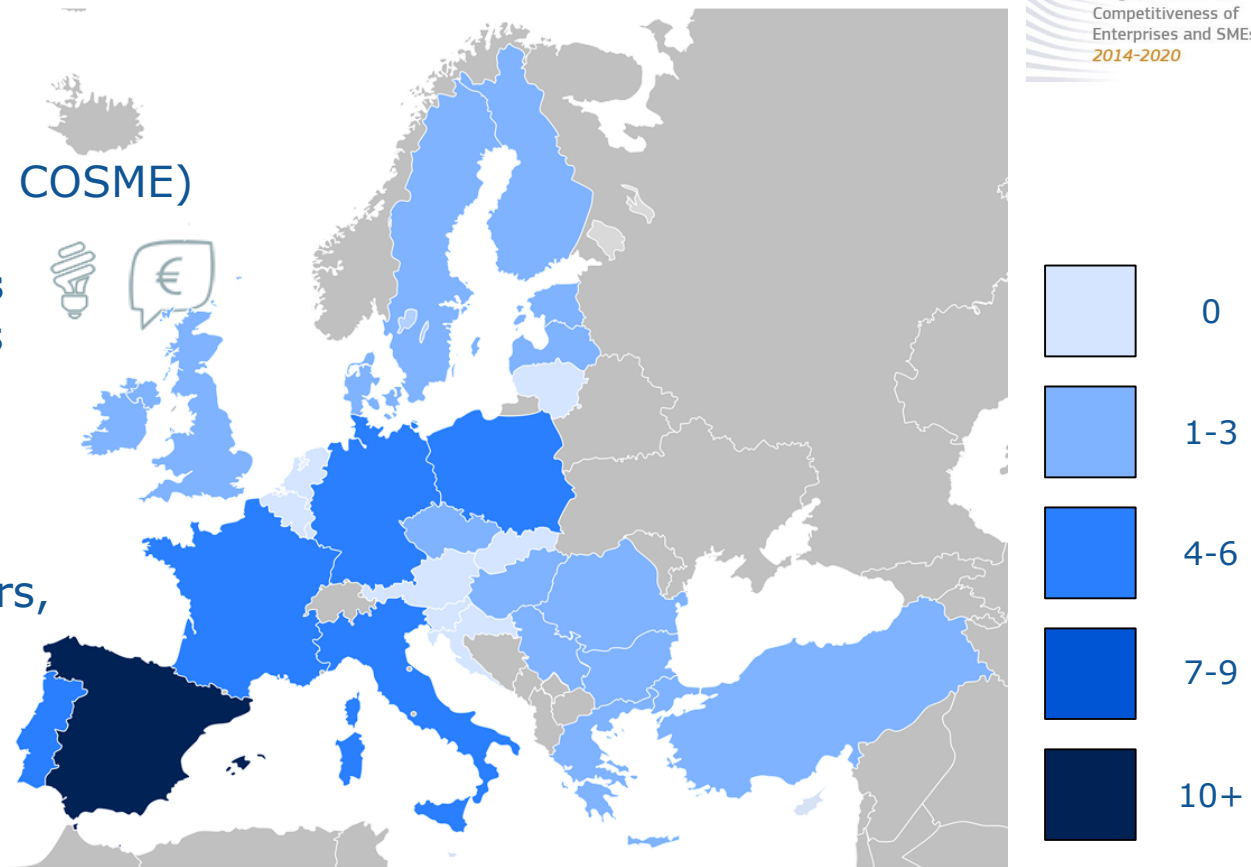


- 2 calls for proposals (2014 and 2015)
- **11 projects** (2.47 million, COSME)

57 cluster organisations
representing 11,000 SMEs



- Supporting benchmarking, training of cluster managers, mentoring, cross-cluster learning and strategy development.





European Cluster Excellence Programme 2018

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

Expected tasks:

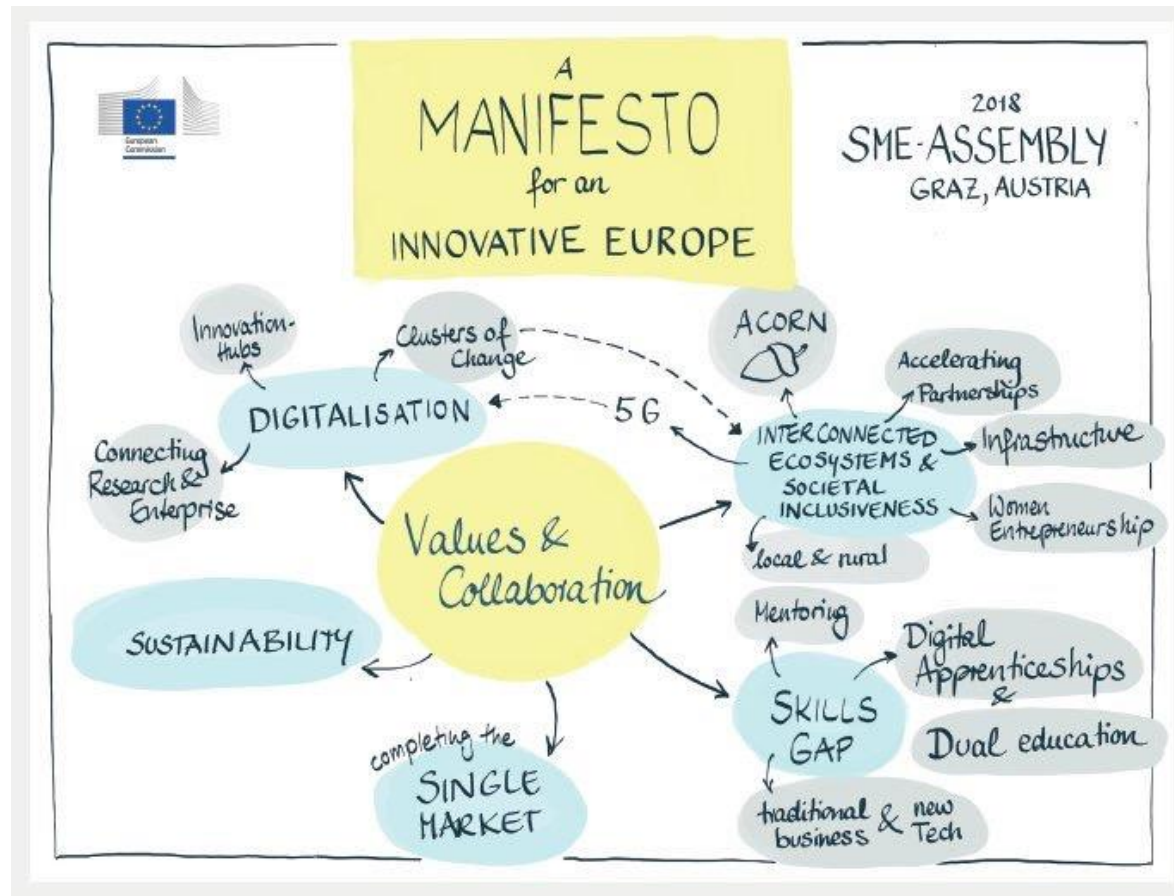
- 1. Enhance cluster managers' skills** towards added-value SME support services
- 2. Support cluster strategy development** individually and for interregional European cluster partnerships
- 3. Organise twinning, collaboration, networking and learning activities and cooperation projects** for cluster organisations, scaling-up support organisations and SMEs (to boost internationalisation, innovation uptake etc.)
- 4. Implement ClustersXchange pilot scheme** for short-term visits

Budget: 3.6 million €, call to be published December 2018 / January 2019

The future of EU Cluster Policy



Stakeholder feed-back



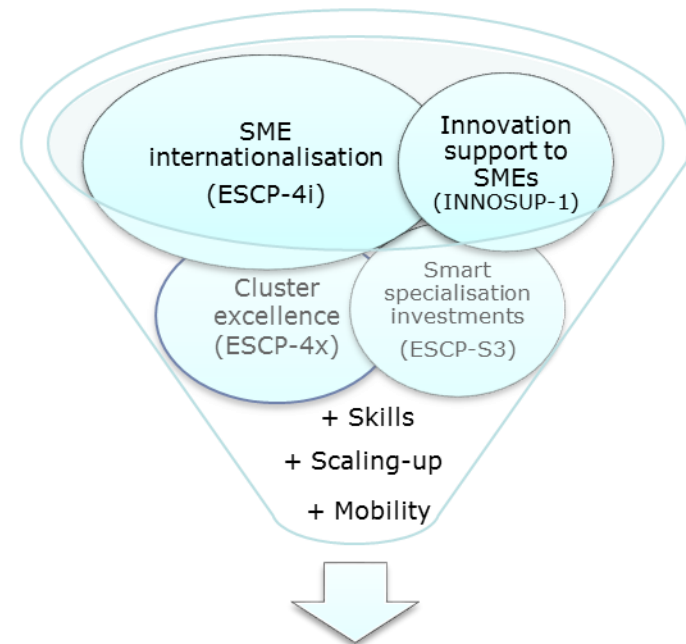
Towards Joint Cluster Initiatives

- 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

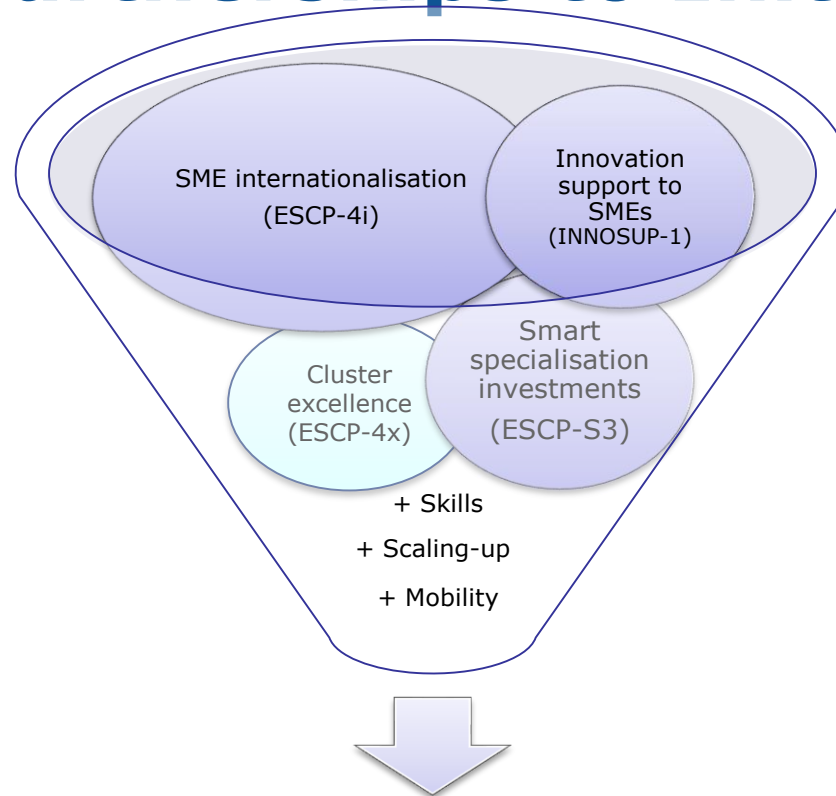
Skills upgrading,
talent attraction &
entrepreneurship
acceleration

Boosting
internationalisation
& access to
global value chains



Joint Cluster Initiatives

From Partnerships to Initiatives



Partnering event of European Strategic Cluster Partnerships



Cluster collaboration & intelligence tools

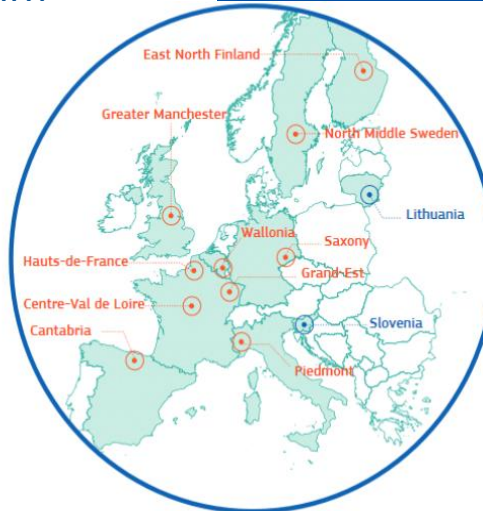


*Finding partners/cluster organisations
(partner search, matchmaking etc)*

- 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

12 pilot regions in industrial transition supported to develop modern cluster policy

*Regions chosen for being in middle of **industrial modernisation** process*

*Regions to receive **advisory support services for modern cluster policy** from the European Observatory for Clusters and Industrial Change*

(incl. survey, scoreboard benchmarking report, policy review meeting, regional assessment report and policy briefing)



Source:

http://ec.europa.eu/regional_policy/sources/docgener/informat/industrial_transition/pilot_industrial_transition.pdf

European Cluster Policy Forum



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

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)



Awareness-raising campaign across Europe on the role of clusters and the results they achieve

Jointly collecting feedback on common challenges & what needs to be done to address them in the next generation of regional, national and EU cluster initiatives.

The campaign supports any national, regional and local cluster event that is:

- organised by cluster stakeholders or
- 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>

2 kick-off events: joint Romania/Hungary (21-22/11/2018) + Denmark (28-29/11/2018)

Main Anchor event in Hannover Messe (1-5/04/2019)

The final event: European Cluster Conference: Bucharest (14-15 May 2019)

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.*



<i>Ciò che non si deve fare</i>	<i>Ciò che si deve fare</i>
<i>Sostenere imprese singole specializzate</i>	<i>Sostenere nuove attività, in particolare da parte di gruppi o reti di settori correlati</i>
<i>Creare cluster dal nulla (ossia attuare "pie illusioni" dei responsabili politici)</i>	<i>Agevolare la crescita dei cluster sulla base di punti di forza preesistenti (ossia attuare le politiche su una base di concretezza, tenendo conto dell'analisi comparativa dei punti di forza regionali e della "scoperta imprenditoriale")</i>
<i>Finanziare una miriade di cluster</i>	<i>Finanziare iniziative di cluster strategiche che si concentrano sulla promozione dei punti di forza, dei legami e delle competenze emergenti, che si attagliano agli orientamenti delle strategie di specializzazione intelligente nazionali/regionali</i>
<i>Seguire i trend di crescita senza riflettere</i>	<i>Sfruttare le competenze regionali per la diversificazione in nuovi campi di attività e per sviluppare i settori emergenti</i>
<i>Seguire un approccio ai cluster strettamente settoriale</i>	<i>Seguire un approccio ai cluster sistemico dei settori correlati cogliendo i legami intersettoriali</i>
<i>Elaborare e attuare la politica dei cluster indipendentemente da altri ambiti politici</i>	<i>Adottare un approccio ai cluster inclusivo e partecipativo (ossia coinvolgendo imprese, investitori, mondo accademico e responsabili politici, tenendo conto di temi politici correlati quali R&S, innovazione, imprenditorialità, accesso ai finanziamenti, internazionalizzazione delle PMI, ecc.)</i>
<i>Sostenere le iniziative di cluster concentrate solo su se stesse</i>	<i>Sostenere iniziative di cluster con una prospettiva internazionale e rivolte al posizionamento del cluster in catene di valore internazionali</i>
<i>Concentrarsi esclusivamente sul rafforzamento dei partenariati regionali</i>	<i>Costruire partenariati regionali come base per impegnarsi in partenariati strategici europei di cluster</i>

Thank you

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

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Advanced Technologies, Clusters and Social Economy unit (GROW.F2)

Innovation and Advanced Manufacturing Directorate

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

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