Cluster facilitated projects for new industrial value chains (INNOSUP-1-2015)

Spanish Ministry info day on new cluster funding

Madrid, 25.06.2014
Achievements so far:

On Cluster Excellence:
**European Cluster Excellence Initiative**
- Benchmarking and trainings;
- 525 cluster organisations (bronze), 36 (gold);
- 50 instructors and 80 cluster managers trained (through 4 projects under CIP)

On Cluster Cooperation:
**European Cluster Collaboration Platform**
- 7 international MoUs signed;
- 6 CIP projects are currently supported;
- Opening up to 4 MEDA countries.
- 920 cluster organisation registered

On Cluster Analysis:
**European Cluster Observatory**
- EU cluster mapping;
- Framework conditions for emerging industries
Clusters in COSME

- Invest on cluster excellence → Cluster Excellence Programme
- Promote cluster cooperation → Cluster Internationalisation Programme for SMEs
- Cluster Analysis → European Cluster Observatory

http://ec.europa.eu/enterprise/initiatives/cosme/
Clusters in COSME

**Cluster Excellence Programme**

- Support benchmarking activities to further increase the number of bronze and gold labels in EU countries;

- Support training activities at large scale to train more cluster instructors and cluster managers;

✓ Calls for proposals will be addressed to cluster organisations engaged on a joint industrial project and willing to improve their cluster management practices and skills.
Clusters in COSME

Cluster Internationalisation Programme for SMEs

- Implement the new concept of European Strategic Cluster Partnerships;
- Further develop the European Cluster Collaboration Platform;
- Implement the MoUs (and get more), mainly through cluster matchmaking events for SMEs.
Clusters in COSME (CIP)

European Cluster Observatory

- European Cluster Panorama
  (analyse cluster strengths)
- European Cluster Trends reports
  (analyse cross-sectoral linkages)
- Regional eco-system scoreboard
  (analyse framework conditions for clusters)
- European stress test for cluster policies
  (analyse cluster policies)
- Model regions for new cluster strategies
  (provide advisory services to model regions)
Why clusters? SMEs are more innovative!

Cluster firms ...  
- are more innovative than non-cluster firms  
- register more trademarks and apply for more patents  
- cooperate more

New industrial value chains

... bring different competences together to address specific challenges and boost economic growth.

... are no longer based only within individual firms, sectors or regions, but are cross-cutting.

... evolve from cross-sectoral collaboration and innovation that may give rise to emerging industries.

Source: European Cluster Observatory (2012) Emerging industries report
Nurturing emerging industries

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Role for cluster organisations or other SME intermediaries

- Customised SME support
- Regional and International Strategy
- Cross-sectoral Collaboration

VALUE CHAIN INNOVATION
Cluster facilitated demonstrators

Real-life

Near-market

User-driven

OPPORTUNITIES FOR SMES

SOCIOEconomic CHALLENGES
Cluster facilitated projects for new industrial value chains (I)

- **Launch in 2015 with € 24,9 mio**, (indicative; expected overall budget € 140 mio for 2015-2020)

- Support for **Innovation Actions with max 70% funding** except for non-profit entities (100%).

- Appropriate EU contributions: **€ 2,5 mio - 5 mio** (i.e. 5-10 projects expected to be supported in 2015)

- **At least 75%** of budget shall be allocated to support **innovation in SMEs** (that can be either consortium partners or third parties).

Cluster facilitated projects for new industrial value chains (II)

- **Examples** of targeted innovation support measures for demonstration projects: mentoring, coaching, innovation and technical assistance vouchers etc.
- Standard **eligibility criteria** (i.e. minimum of 3 legal entities from 3 different Member States/Associated Countries)
- **Two-stage** submission procedure (first stage only a concept note of max. 10 pages by 30/04/2015)
- Expected significant impact on SME innovation, business growth and capacity to **leverage** other support sources (e.g. ESIF/RIS3 & private investm.)
Summary

• Supporting **cross-sectoral and cross-regional collaboration** to unlock innovation and growth

• **Using cluster organisations** (& regional policies) to support innovation in SMEs and facilitate structural change

• Near-market **demonstrators** to test new value chains and give rise to emerging industries
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

Horizon 2020 work programme on Innovation in SMEs
(with INNOSUP-1-2015: Cluster facilitated projects for new industrial value chains)

PowerPoint slides and video recording of SMEs in Horizon2020: Information Days
http://ec.europa.eu/research/sme-techweb/index_en.cfm?pg=h2020_event

European Cluster Observatory extension work on "Emerging Industries"
http://www.clusterobservatory.eu/index.html#!view=aboutobservatory;url=/about-observatory/emerging-industries/

European Cluster Collaboration Platform
http://www.clustercollaboration.eu

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

Smart Guide to Service Innovation
Three concrete examples
Large Scale Innovative and Mobile European Services for Cultural Tourism (LIMES)
Cross-sectoral, cross-regional and cross-border collaboration

Large-scale demonstrator

- Development of new forms of cross-sectoral cooperation
- Development of new business models and services
- Long-term business networks in test regions

Germany, Austria, Bulgaria + Serbia
Impact: new value chains through cross-sectoral and cross-border collaboration

- Over 30 "Creative Tourism Limes" touristic offers
- Over 30 voluntary initiatives of the civic society
- Over 100 "free WI-FI and charging stations"
- EU wide LIMES Mobile and Web apps developed Collaboration and license agreements between the LIMES app developer and SMEs in test regions
- European "LIMES Tourism Society involving" 10 LIMES countries
- Participation in the Danube Festival in Slovakia, bringing 9 European countries

Further information: http://www.mobilise-europe.mobi/limes/
Document Services Valley Limburg: Emerging industry of document management - from printing towards digital solutions

...brings together entrepreneurs, corporates and academia (Business Services School) and offers:

- A special incubation program supporting and funding start-ups (up to €25,000 in financial support)
- A physical environment for open innovation (lodging, meeting rooms, ICT and marketing facilities and event space.
- A specific program aimed at academia (Business Services School) to facilitate services development

Source: European Service Innovation Centre (2013) Case study of the Limburg model demonstrator region
Document Services Valley Limburg: Cross-sectoral and cross-border collaboration for new industrial value chains

Cross-sectoral collaboration
- Health and chemical industry requiring solutions dealing with large amount of data (storing, security, analysis, meaningful presentation)
- Logistics requiring solutions dealing with flow of administrative documents

Cross-border collaboration
- Limburg, North-Rhine Westphalia, Nord Brabant

Source: European Service Innovation Centre (2013) Case study of the Limburg model demonstrator region
GreenConServe: Bringing together the construction sector with eco-industries

- 32 million people, 10% of EU GDP
- 95% are micro SMEs with less than 10 employees

Challenges for the greening of the construction sector:

- Complex interactions
- Little networking
- Inflexibility of a traditional sector
- SME domination
- Up-front cost over life-cycle performance
The Hammarby Sjöstad case (Stockholm, Sweden)
Using green innovation vouchers to channel support to SMEs

GreenConServe: a public private innovation partnership.

A voucher scheme providing access to technical and business support to service innovators in the construction industry.

Average value of voucher: €15 000
Focus areas of applications to previous CIP initiative on emerging industries