

# EU cluster initiatives

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**GROW.F2 – Clusters, Social  
Economy and Entrepreneurship**

**Cluster Policy and Strategic Cluster  
Partnership – Smart Puglia 2020**  
**Bari (via Skype from Brussels),  
13.09.2016**

# 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.*



# Do's and Don'ts of Modern Cluster Policy

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

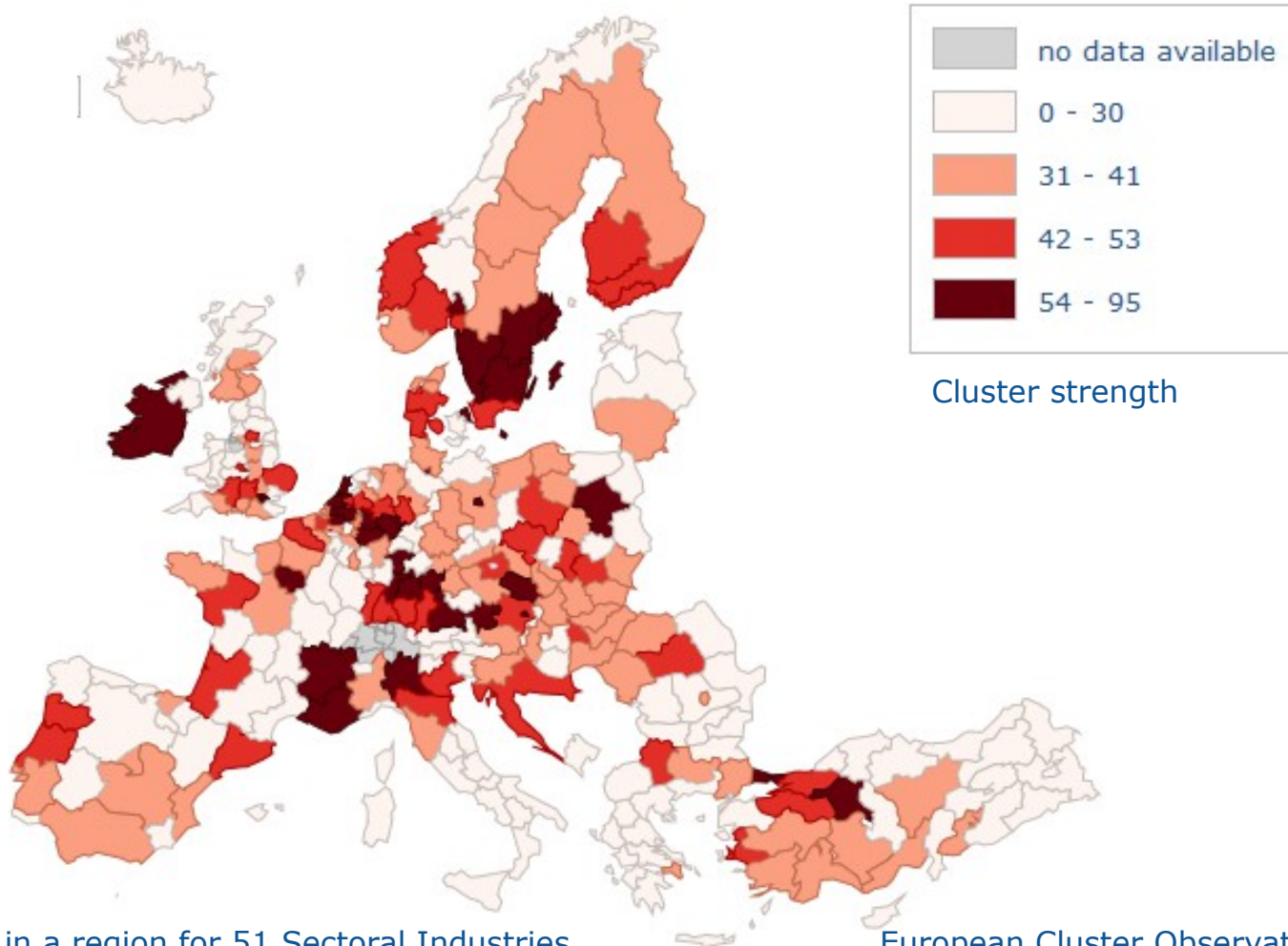


# Food for thought

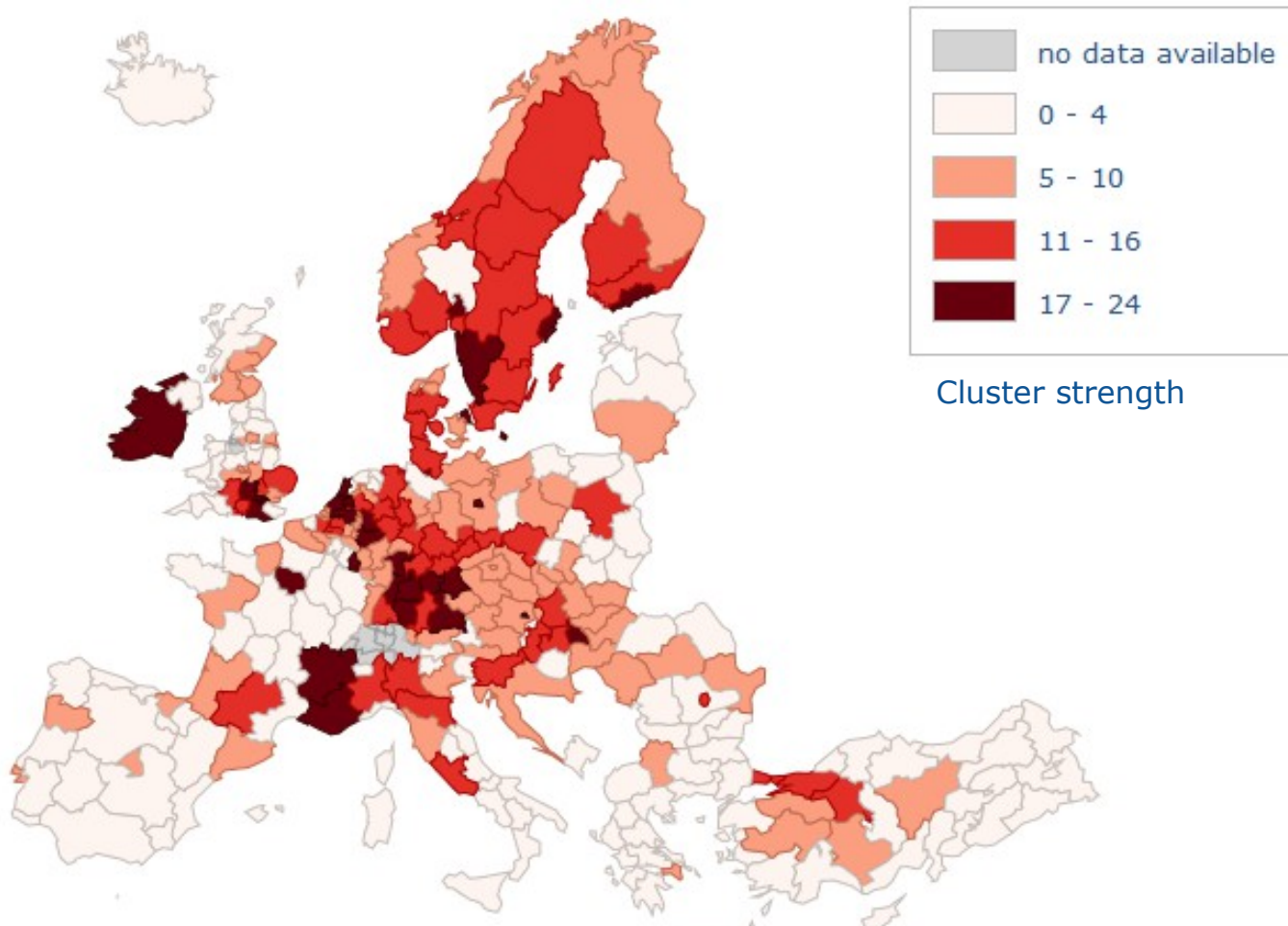
Sectoral *versus* cross-sectoral strength



# Regional hotspots – Sectoral Industries

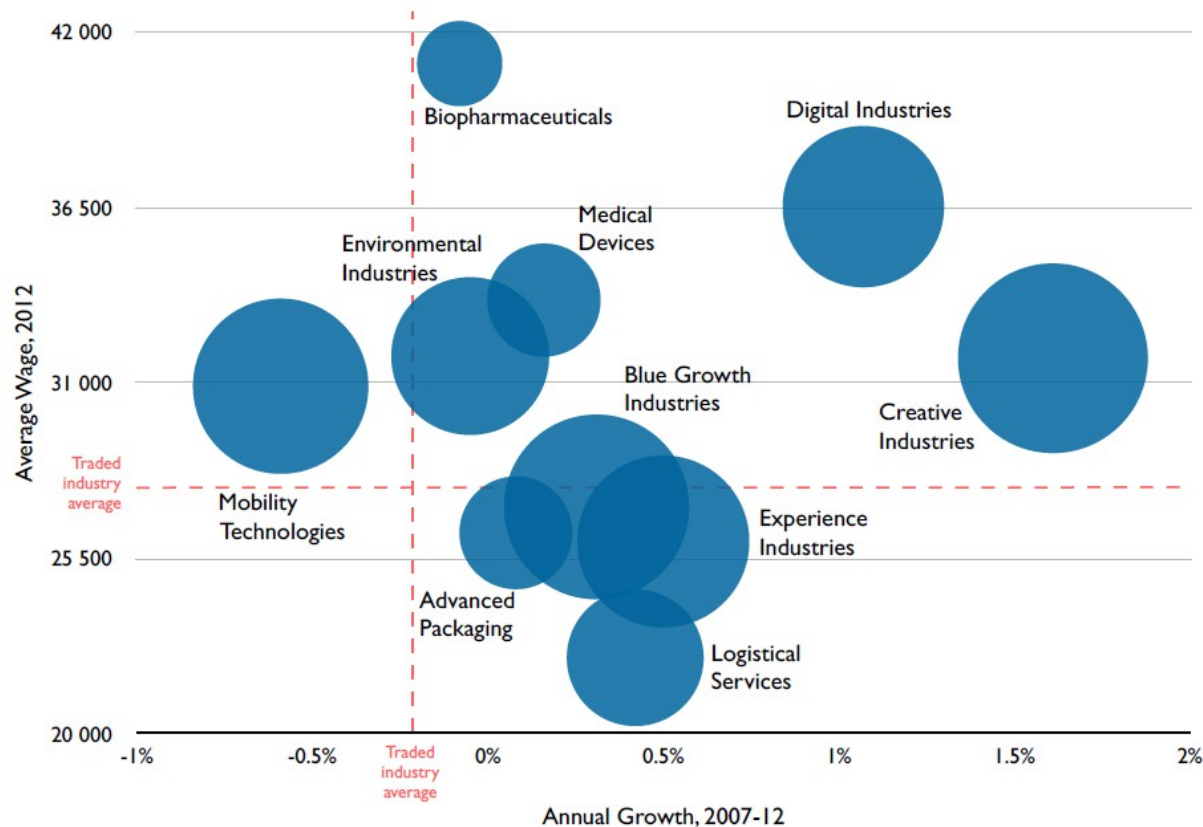


# Regional hotspots – **Emerging Industries**

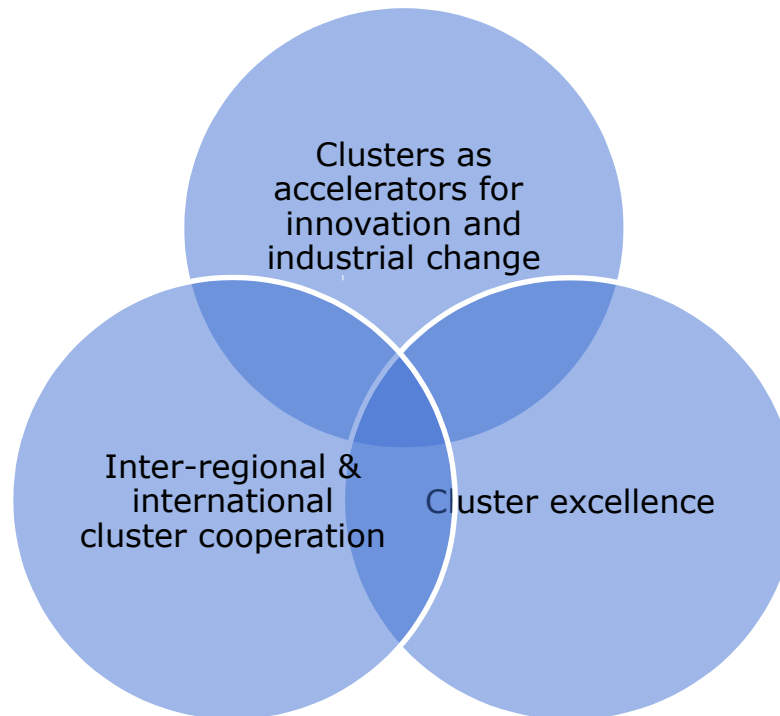


# Emerging Industries overview

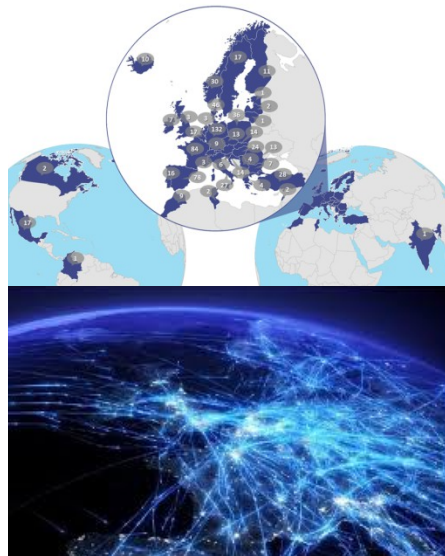
● Size represents the number of employees in 2012



# European cluster strategy for growth



# Supporting SME internationalisation and cluster excellence



# 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

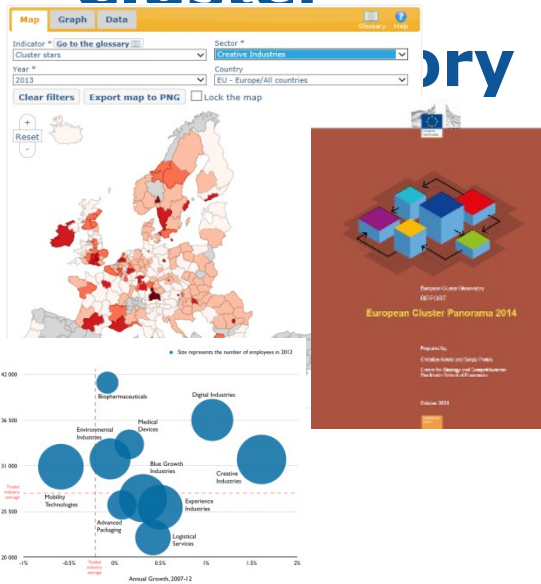


## Regional strength

(sectoral and cross-

sectoral cluster mapping)

## European Cluster Observatory



## Regional priorities

(research and innovation  
policy priorities)

## Smart Specialisation Platform

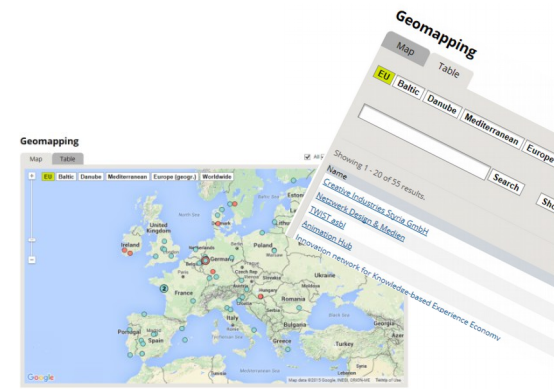


Eye@RIS tool,  
<http://s3platform-irc.ec.europa.eu/>

## Regional partners

(cluster organisations,  
European Partnerships)

## European Cluster Collaboration Platform



<http://www.clustercollaboration.eu>

# Using clusters to facilitate value chain innovation and industrial transformation

Promoting collaboration and innovation across regional and sectoral silos & accelerating industrial change and smart specialisation synergies

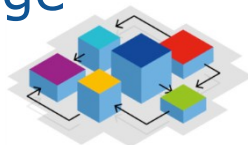
Cluster facilitated projects for new industrial value chains  
(Horizon2020, ca. €130 million)

European Strategic Cluster Partnerships for smart specialisation investments (COSME 2017, €2.8 mio proposed)

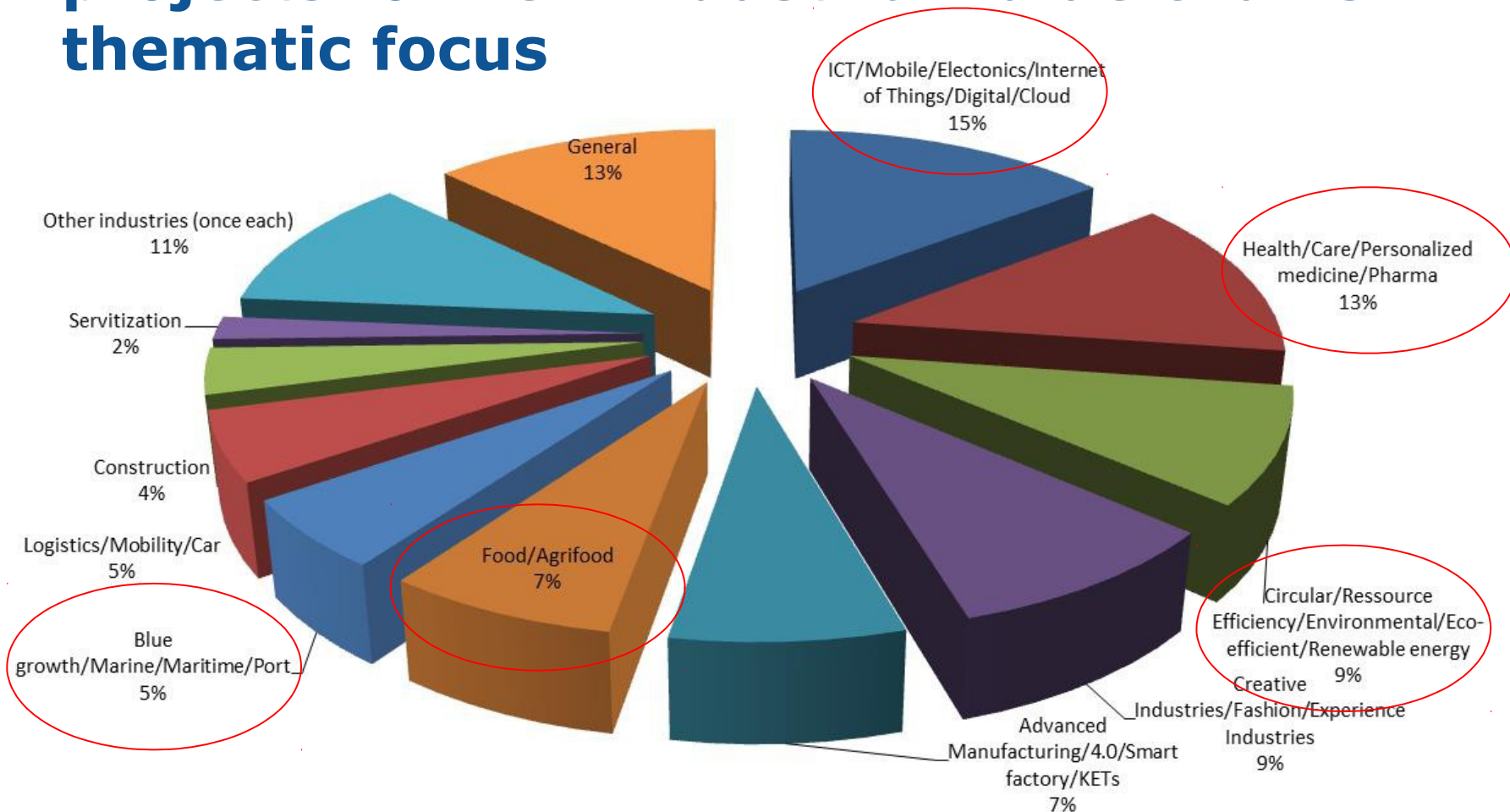


Resource efficiency: Green Action Plan for SMEs  
(European Resource Efficiency Excellence Centre, Low Carbon Business Action with Mexico and Brazil & more)

European Observatory for Clusters and Industrial Change  
(COSME 2016, €2.8 million)



# INNOSUP-1-2015 Cluster facilitated projects for new industrial value chains – thematic focus

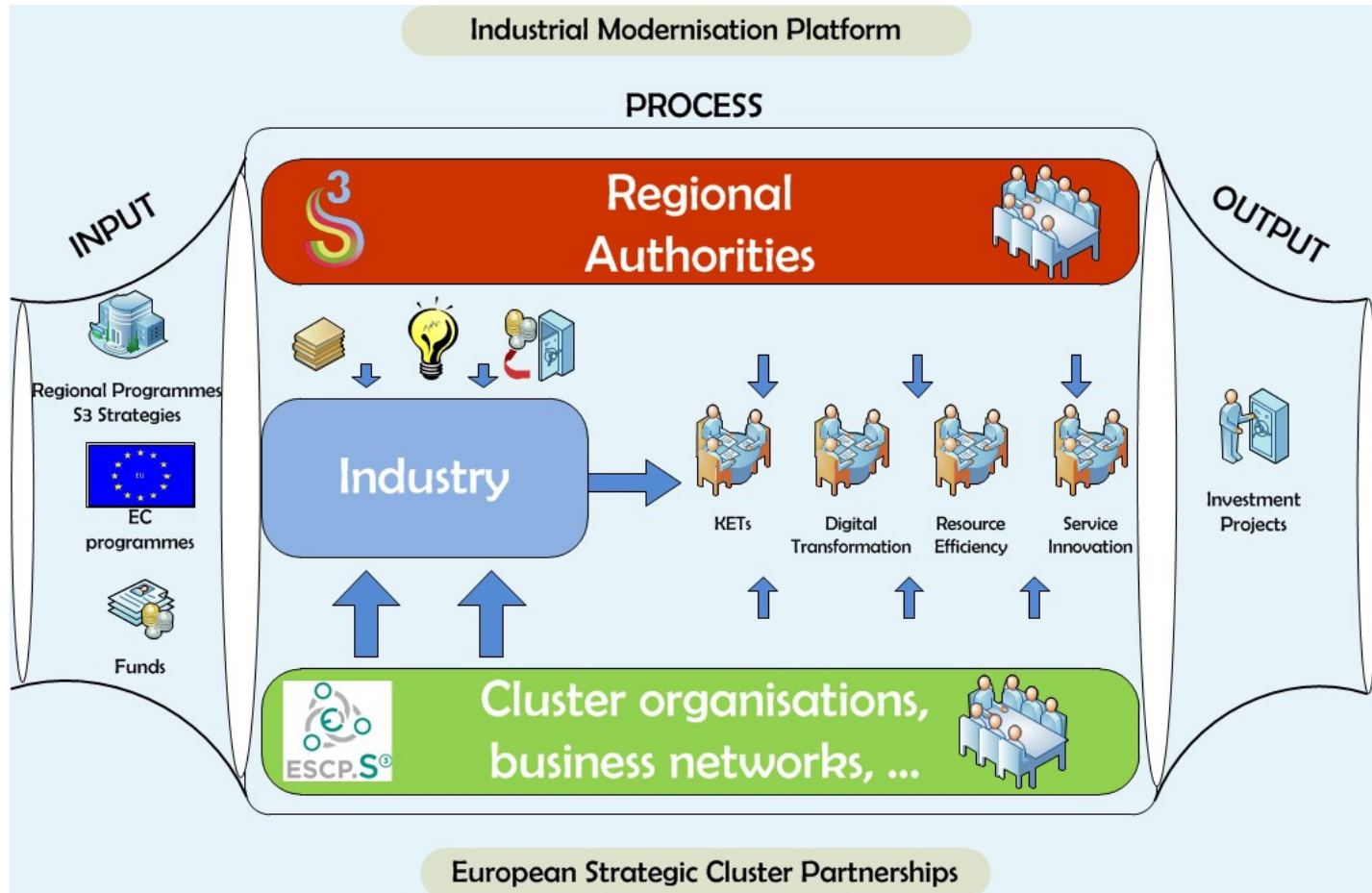




# **INNOSUP-1-2015 Cluster facilitated projects for new industrial value chains**

Objective	To develop new industrial value chains and foster emerging industries across the EU by supporting cross-sectoral and cross-regional innovation in groups of SMEs through clusters.
Budget	€ 24.900.000 , Funding rate 70%
Type of Action	Innovation Action – 2-stage call for proposals
State of play	119 proposals in stage 1 (requesting €590 million EU contribution) 45 out of 47 invited to stage 2 (req. €201 m EU contribution) 5 retained proposals for funding (req. EU contribution €21.749.778)

# Strategic cross-regional collaboration



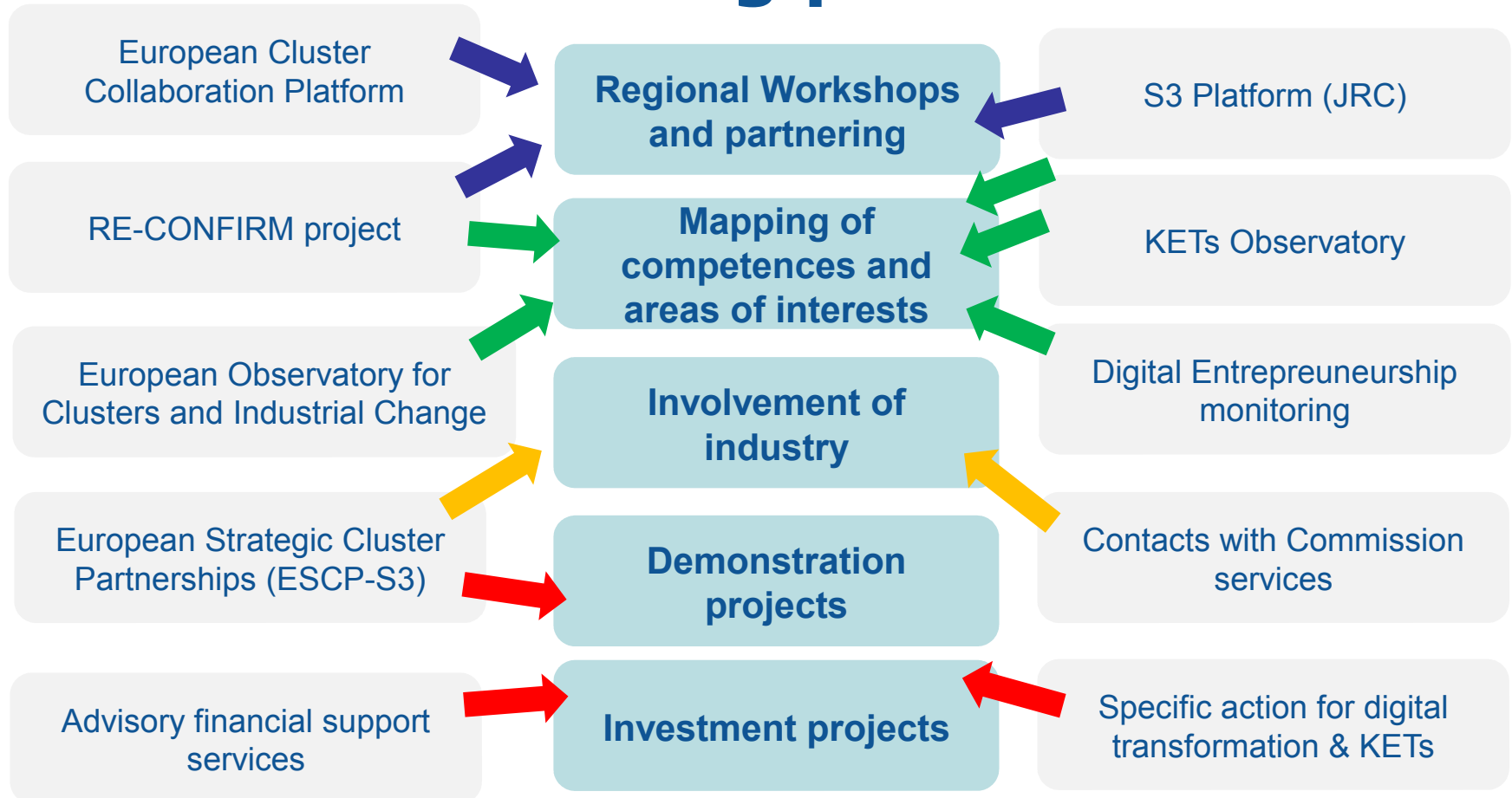
# How to get involved



<http://s3platform.jrc.ec.europa.eu/industrial-modernisation>

[www.clustercollaboration.eu/news/call-expression-interest-towards-european-strategic-cluster-partnerships](http://www.clustercollaboration.eu/news/call-expression-interest-towards-european-strategic-cluster-partnerships)

# Working process





# Call for expression of interest

## Towards 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*

*open partnering process until end of 2016 via*



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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

Preparatory  
Phase

Implementation  
Phase

Investment  
Phase

Partnership building  
Joint strategy formulation  
Implementation roadmap

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

Additional private/public  
financing  
Acceleration support  
Showcasing results

# Events to get engaged in

*1-2 June 2016: Thematic Platform was launched at high-level Smart Regions conference*



**10-13 October:** *Open Days workshops, Brussels*

**17-18 November:** *Event on S3 Platform on Industrial Modernisation, Barcelona*

**30 November-2 December 2016:** *High-level European Cluster Conference and European cluster matchmaking pre-event, Brussels*

**Mid 2017:** *Stocktaking at "GROW your REGION" conference*

## For more see

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



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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