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
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The European Industrial Policy Strategy
**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.
Making Europe’s industry stronger: Key initiatives

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).

Source: European Commission, European Cluster Panorama 2016, star rating for size, specialisation, productivity and growth.
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

Industrial Modernisation Platform

PROCESS

Regional Authorities

INPUT

Regional Programmes
S3 Strategies
EC programmes
Funds

OUTPUT

Industry

KETs
Digital Transformation
Resource Efficiency
Service Innovation
Investment Projects

Cluster organisations, business networks, ...

European Strategic Cluster Partnerships

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

European Cluster Collaboration Platform (ECCP)
- The hub connecting clusters across Europe & beyond
- Over 880 cluster organisations profiled !!!

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)
'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

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

VALUE CHAIN INNOVATION

- 22.85 mio (03.04.19) ca. 130 mio 2015-2020
- 2-stage procedure
- 75% to support innovation in SMEs

Why focus on value chain innovation?

- 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

... using clusters to exploit innovative potential of SMEs

“INNOVATION IS AN EVOLUTIONARY PROCESS, SO IT’S NOT NECESSARY TO BE RADICAL ALL THE TIME”

Marc Jacobs

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

Pearl Zhu
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)
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

http://www.clustercollaboration.eu

https://ec.europa.eu/growth/industry/policy/cluster/observatory
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
EREK's services to SMEs and SME support organisations

Tailored report for SMEs on resource efficiency performance

Database of solutions

Support programmes across EU

Capacity building workshops

EREK database of resource efficiency
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 Strategic Cluster Partnerships for Excellence (ESCP-4x)

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<th>Development of cluster management skills, cluster strategy and learning (Mandatory activity)</th>
<th>Development of partnership strategy (Optional activity)</th>
<th>Implementation of joint activities, such as B2B and C2C collaboration (Optional activity)</th>
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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

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**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

EU INDUSTRY DAY

Outcomes

Future topics

High Level Industrial Roundtable

Public authorities
Social partners
Industry
Civil society

Groups linked to EU sectorial initiatives
EU institutions
European Cluster Policy Forum

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)

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

watch here: https://youtu.be/hoAtGU1casQ
Awareness-raising campaign across Europe on the role of clusters and the results they achieve.

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


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

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

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

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

Address Social Inclusiveness, Values, and Governance
Social inclusiveness and values as growth drivers and addressed by policies; skills for the future; collaborative approaches

Source: Presentation by Industry 2030 rapporteur. This does not prejudge the views and positions of the European Commission.
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

https://www.clustercolaboration.eu/event-calendar/eu-cluster-weeks
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

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