



# **Cluster Excellence Day 2015**

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## **Overview of latest developments in EU Cluster Policy**

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## Clusters and emerging industries

### Rationale

38% of European jobs are based in 2000 clusters and cluster firms in emerging industries and regions show higher levels of employment growth than firms outside of clusters

### Objectives

Maximise clusters' contribution to the reindustrialisation of the European economy, entrepreneurship & SME growth and regional economic competitiveness (through synergies with smart specialisation)

### Actions

A series of initiatives at EU level on clusters partnerships and emerging industries, cluster internationalisation and channelling of business support to SMEs through clusters

Looking ahead: Possible European Cluster Strategy for Growth in 2016 and launch of initiatives under COSME, H2020 and in cooperation with DG REGIO

## Green Action Plan for SMEs July 2014

### Rationale

Half of EU firms' manufacturing costs are spent on raw materials, energy and water, compared to a share of only 20% for labour costs...

### Objectives

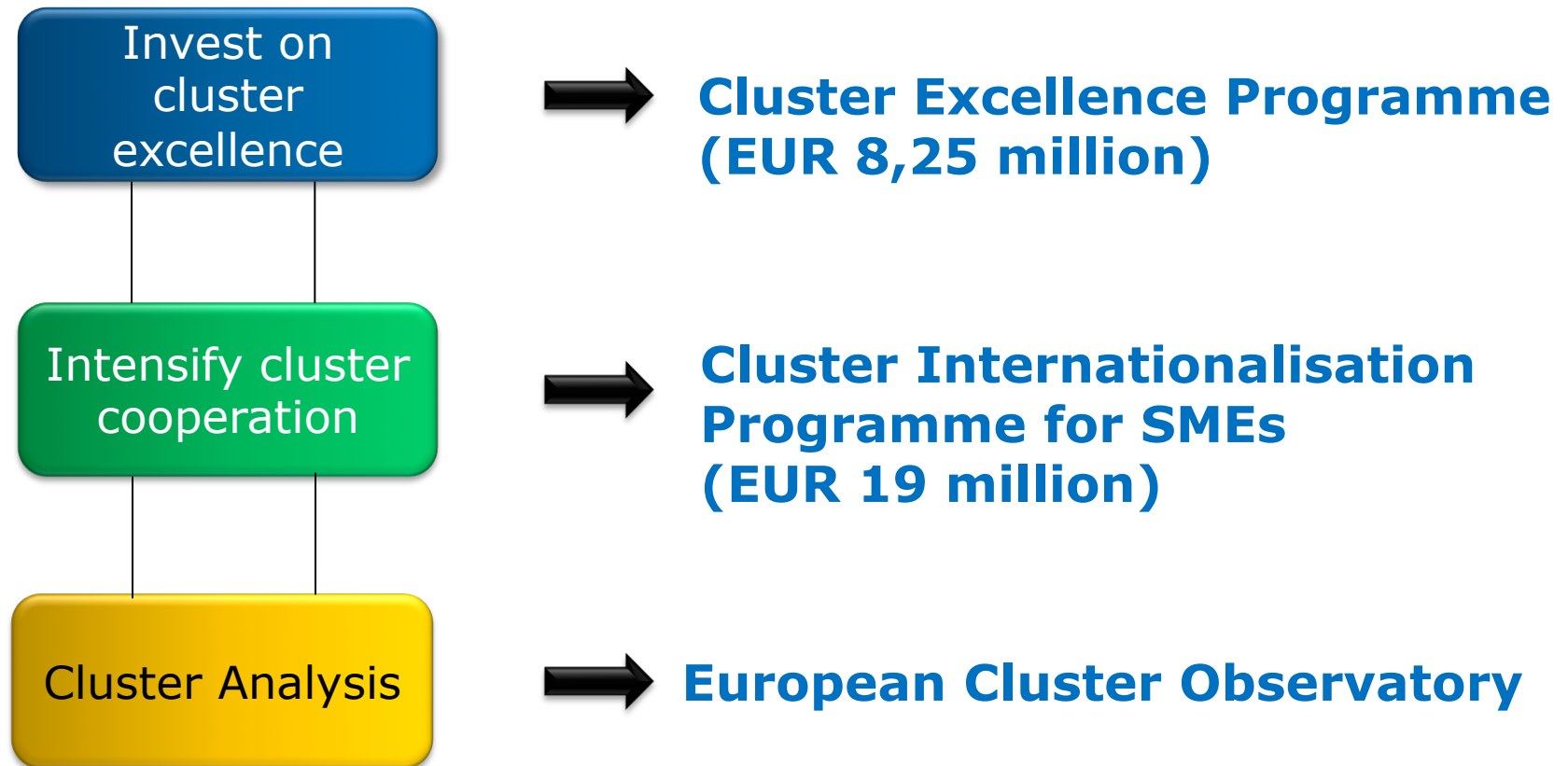
... resource efficiency is therefore one of main drivers of companies' competitiveness. The GAP aims to enable SMEs to turn such environmental challenges into opportunities (SBA Principle 9) by improving productivity and driving down costs in European SMEs.

### Actions

The GAP is a series of 34 SME-oriented actions at EU level (COSME, Horizon 2020, LIFE programmes) in 4 areas: greening SMEs, green entrepreneurship, opportunities for SMEs in a greener value chain and access to markets for green SMEs

Looking ahead: Ensure thorough implementation of the GAP for impact across Europe and for the benefit of SMEs in the period 2014-2020, through an established governance mechanism

# Clusters in COSME 2014-2020



# Clusters in COSME

## Cluster Excellence Programme

Invest on  
cluster  
excellence

Assist managers of cluster organisations and business networks to enhance management and improve quality of the services to SMEs

- Calls for proposals addressed to **cluster organisations** engaged into strategic collaboration on a joint industrial project
- 2014 call - 30 eligible applications received, five selected
- Next call will be launched in the second half of 2015 - around €2 million available)

# Clusters in COSME

## Cluster Internationalisation Programme for SMEs

Intensify  
cluster  
cooperation

- Further develop the **European Cluster Collaboration Platform**;
- Organise **international cluster matchmaking events** in third countries and in Europe;
- Implement the new concept of **European Strategic Cluster Partnerships** to go international jointly - "Cluster Go International" action.



# **COSME**

## **Cluster Internationalisation Programme for SMEs (WP 2014-2015)**

**Action 1: "Cluster Go International" (CfP - 3,75M€) - 2 phases**

- o **Phase 1:** tailored to support the establishment of European Strategic Cluster Partnerships => **Joint strategy and roadmap for implementation**
- o **Phase 2:** aimed at supporting the further development of the European Strategic Cluster Partnerships => **Cooperation building with international partners**
- o **Call for proposals ongoing – Deadline 31/03/2015**



# Pilot European Cluster Consortia developing joint internationalisation strategies

## EC committed to lead European Cluster Cooperation to grow in the world markets (2012-2014)

- **WIINTECH** - New Material and Processes on Clean Tech - FR, IT, DE, UK, AT, ES, PT
- **REINA** - Renewable and Sustainable Energy International – ES, AT, FI
- **BioXClusters** – Biotech and Life-sciences – FR, DE, ES, IT
- **EU4SportsClusters** – Sports industry – ES, NL, FR
- **Textile2020** - Advanced Textile Materials – FR, DE, CZ, IT, ES, UK
- **Feeding the planet** – Agro Food – IT, NL, FR, ES

# Clusters in COSME

## European Cluster Observatory

Cluster  
Analysis

- **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)



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

- 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

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

**Overall Budget  
2015-2020: EUR  
140 Million**

**Budget 2015: EUR  
24.9 Million**

**Support for 5-10  
projects per year**

**Two-stage  
submission  
procedure**

**First stage  
concept note of  
10 pages**

**Deadline 1:  
30/04/2015  
Deadline 2:  
09/09/2015**

**Standard  
eligibility  
criteria**

**Funding rate  
70% except for  
non-profit  
entities 100%**

**At least 75% to  
support  
innovation in  
SMEs**

## The way forward...

- Objective: a framework that can contribute to unlocking new business growth opportunities in the EU, particularly for SMEs
- Shift of focus from narrow sectoral approaches towards "clusters of related industries"
- Delivering smart specialisation through clusters
  - Conference: GROW your REGION, Brussels, 27 and 28 April 2015  
[http://ec.europa.eu/growth/events/index\\_en.htm](http://ec.europa.eu/growth/events/index_en.htm)
- Stakeholder consultation



## **CLUSTER PORTAL**

[http://ec.europa.eu/growth/smes/cluster/index\\_en.htm](http://ec.europa.eu/growth/smes/cluster/index_en.htm)

## **EASME AGENCY**

<http://ec.europa.eu/easme/>

## **EUROPEAN CLUSTER OBSERVATORY**

[www.clusterobservatory.eu/](http://www.clusterobservatory.eu/)

## **COSME – CLUSTER INTERNATIONALISATION**

<http://ec.europa.eu/easme/en/cos-cluster-2014-3-03-cluster-go-international>

## **HORIZON 2020 –CLUSTER FACILITATED PROJECTS**

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-innosup-2015-1.html>