



**Internal Market, Industry,  
Entrepreneurship and SMEs**

**European Cluster Policy  
– using clusters to  
support innovation in  
SMEs across European  
Macro-Regions**

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**Policy Officer for clusters &  
emerging industries**

# Why clusters?

- ... offer a favourable eco-system
- ... Host innovative companies
- ... reach out to groups of related SMEs
- ... Well positioned as facilitators & bridge-builders
- ... create strategic partnerships at the level of policy-makers and intermediaries
- ... channel specialized/ customised business support services to specific groups of SMEs & Provide support for innovation activities
- ... facilitate the validation of ideas for joint innovation projects & manage joint activities



# Why cross-sectoral collaboration matters?

... brings different competences together

...offers opportunities for new knowledge combinations and innovation.

... shapes new products, value chains and industries.

... diversifies specialisation patterns that are more likely to boost economic prosperity.



## Why cross-regional cooperation matters?

... 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

## 18 thematic areas under S3 for Industrial Modernisation



Advanced  
manufacturing



3D Printing



Non-food  
biomass



Efficient &  
Sustainable  
Manufacturing



Nano-Enabled  
Products



Digitalisation &  
Safety for  
Tourism



Personalised  
medicine



Social Economy



European  
Cyber Valleys



Artificial  
intelligence &  
Human machine



Chemicals



Advanced  
materials  
on batteries



SMEs to  
Industry 4.0



Textile  
Innovation



Medical  
Technology



Sport



Photonics



Safe &  
sustainable  
mobility



European  
Commission

# European Cluster policy for growth



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

**Inter-  
regional &  
international  
cluster  
cooperation**

**Capacity-  
building**



ESCP.S<sup>3</sup>

**COSME**

Programme for the  
Competitiveness of  
Enterprises and SMEs  
2014-2020



ESCP.i  
Partnership

**COSME**

Programme for the  
Competitiveness of  
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2014-2020

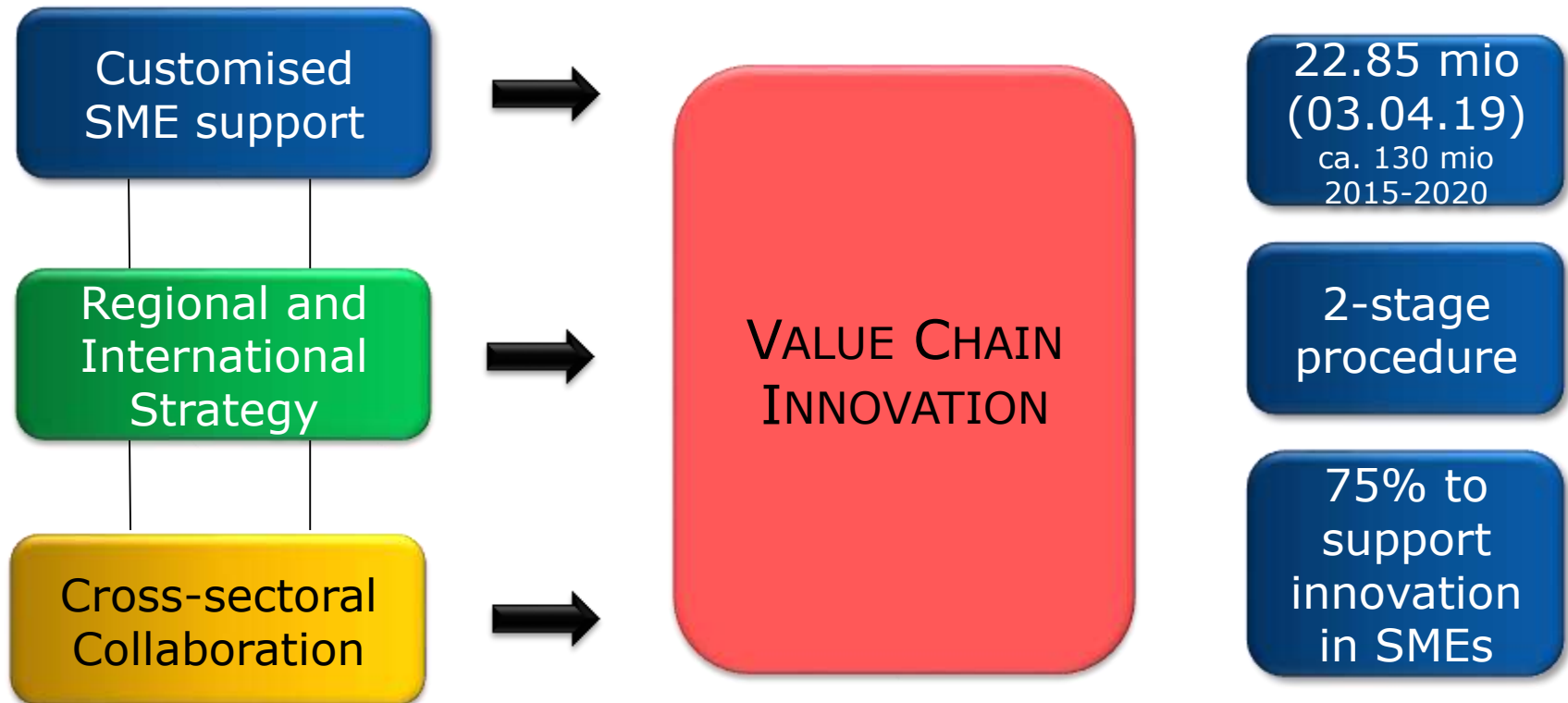


# Cluster facilitated projects for new industrial value chains (INNOSUP-1)

HORIZON 2020



# Using cluster organisations to facilitate value chain innovation & industrial transformation





# 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)



Next call → apply by 3 April 2019 (€22.85)



DESIGNING CIRCULAR PROSPERITY

## Examples of SME support tools to facilitate cross-sectoral collaboration & innovation

Innovation & technical assistance voucher schemes

Knowledge transfer & technological integration support

IP & innovation management support

Mentoring, coaching, training, mobility activities

Incubation & accelerator support

Connecting SMEs with research & innovation actors

Brokerage & matchmaking support

Innovation & creativity competitions

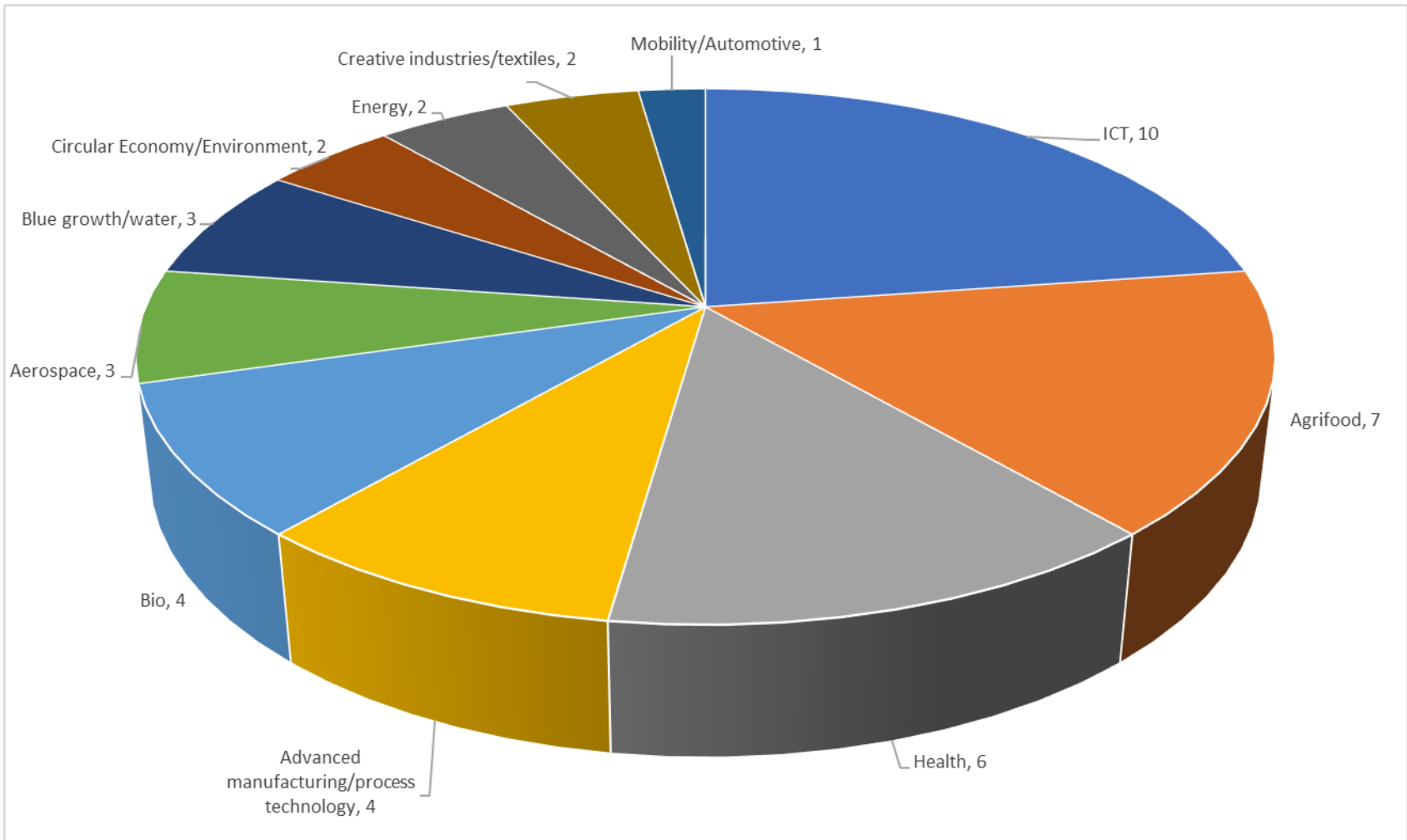




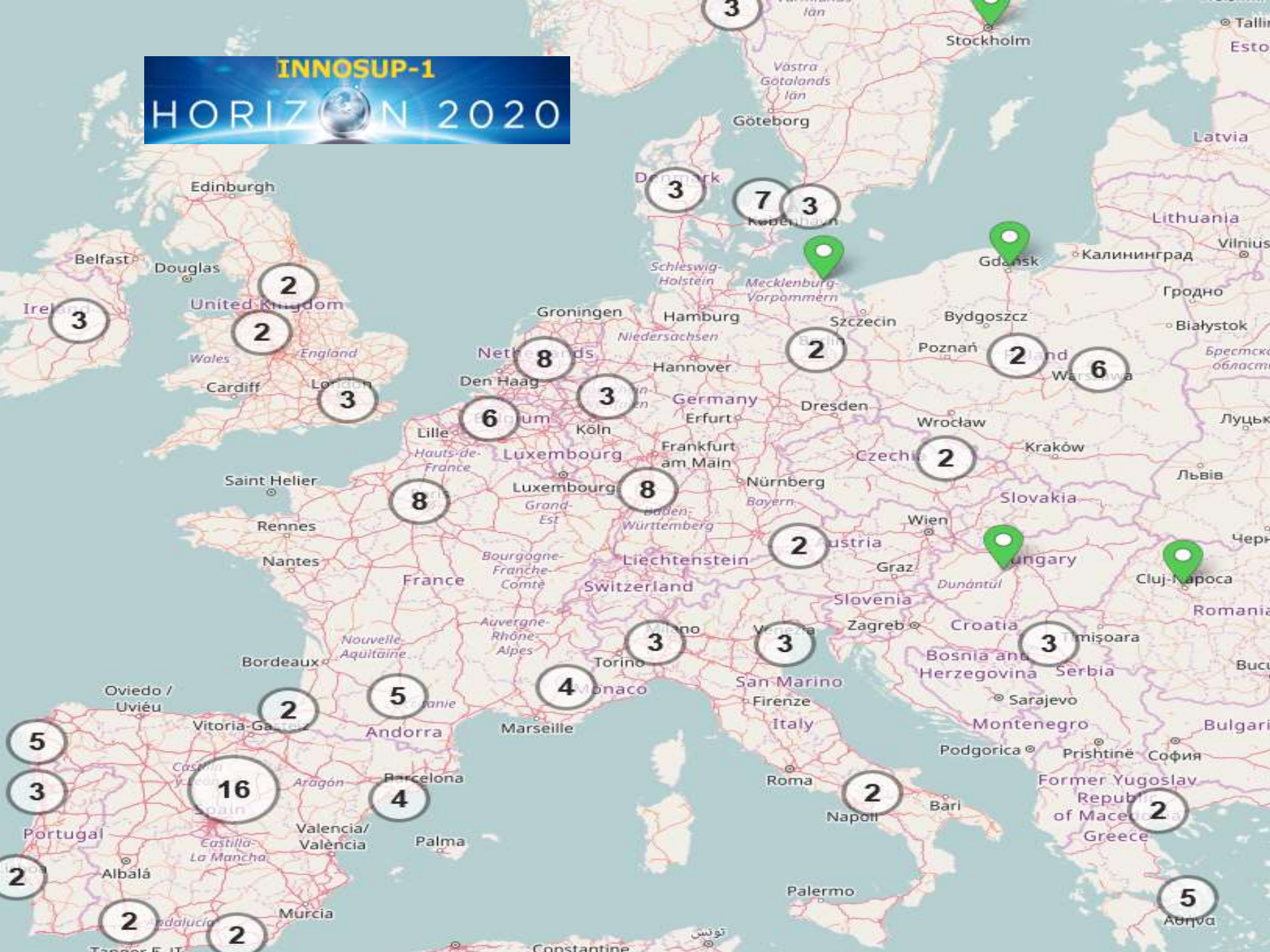
European  
Commission



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



# INNOSUP-1 HORIZON 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**





*bring together  
cluster organisations, other business networks,  
technology centres & science parks*

*interested in boosting collaboration &  
promoting joint innovation investments along a  
smart specialisation priority area related to  
industrial modernisation.*



# 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 !!!



<https://www.clustercollaboration.eu/>

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)



<https://www.clustercollaboration.eu/news/eu-commission-launches-23-new-european-strategic-cluster-partnerships-go>



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

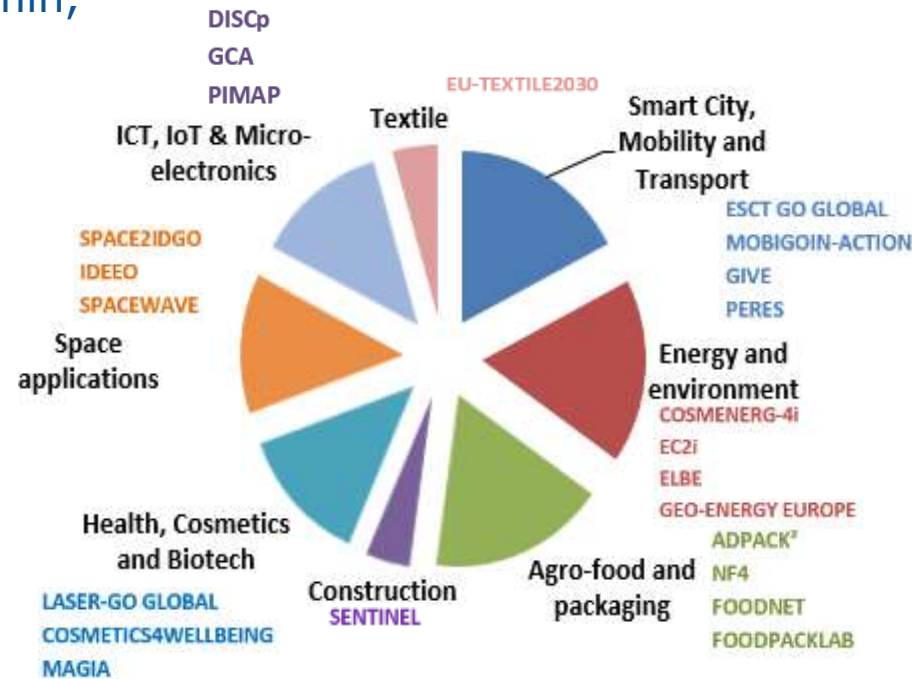
# 'EU Clusters Go International' action



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 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 Cluster Excellence Programme

## European Strategic Cluster Partnerships for Excellence (ESCP-4x)

Development of **cluster management skills, cluster strategy and learning**  
(Mandatory activity)

Development of **partnership strategy**  
(Optional activity)

Implementation of **joint activities**, such as B2B and C2C collaboration  
(Optional activity)

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

**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



# European Cluster Policy Forum



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

***watch here:***

<https://youtu.be/hoAtGU1casQ>

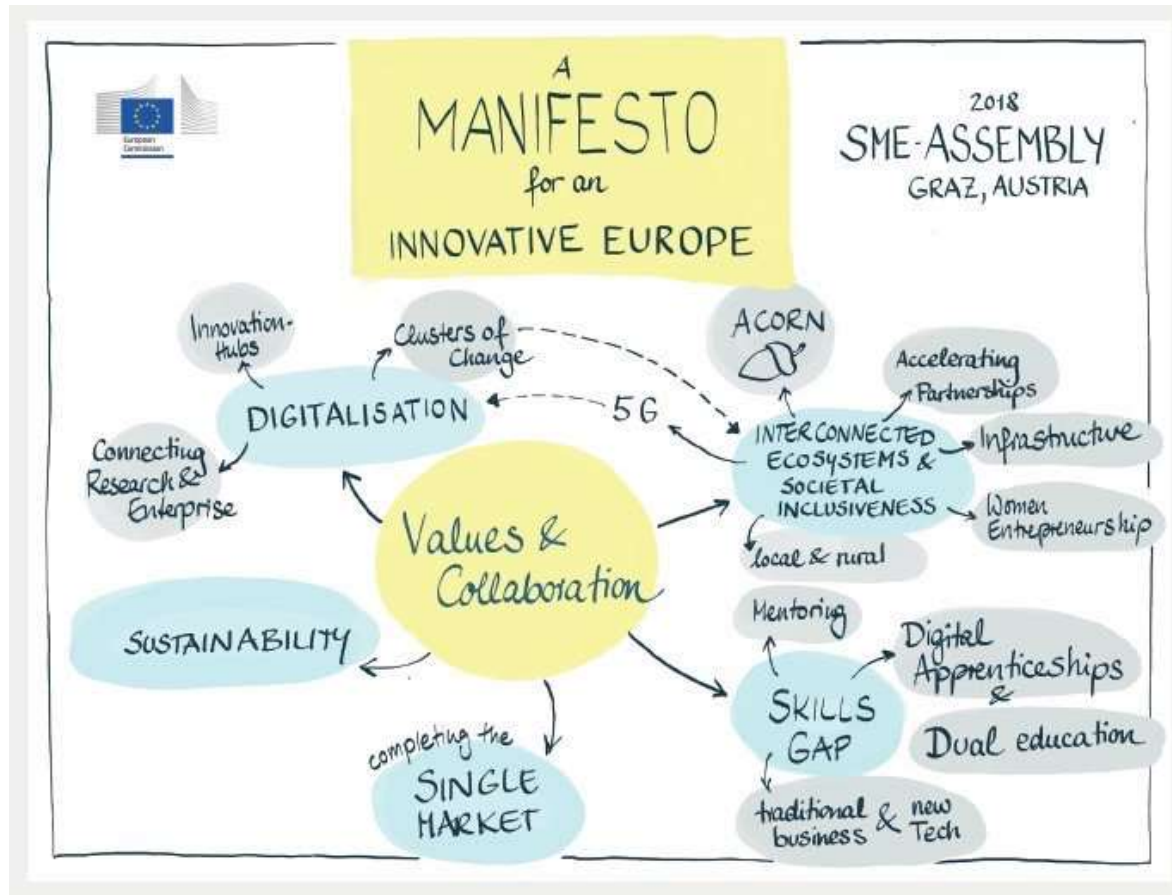
Synergies between cluster initiatives and industrial, innovation and regional policies, especially in relation to smart specialisation, SMEs scaling-up and cross-sectoral collaboration

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)

# Stakeholder feed-back





# Clusters in the Future of Europe

[https://ec.europa.eu/commission/sites/beta-political/files/white\\_paper\\_on\\_the\\_future\\_of\\_europe\\_en.pdf](https://ec.europa.eu/commission/sites/beta-political/files/white_paper_on_the_future_of_europe_en.pdf)

*Thanks to joint investment in innovation and research, several **European 'Silicon Valleys'** emerge to host clusters of venture capitalists, **start-ups**, large **companies** and research centers*



## Council conclusions on EU industrial policy strategy

<https://www.consilium.europa.eu/en/press/press-releases/2018/03/12/eu-industrial-policy-strategy-council-adopts-conclusions/>

*call for the further development of the European cluster policy, with the aim of linking-up and scaling-up regional clusters into cross-European world-class clusters based on smart specialisation principles, in order to support the emergence of new value chains across Europe*



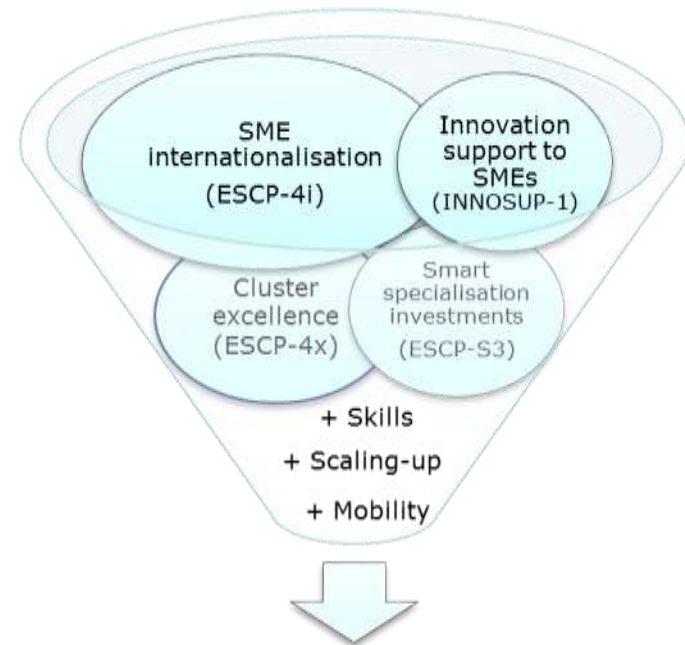
# Towards Joint Cluster Initiatives

- 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**

# 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



European

East & North  
FINLAND  
Itä- & Pohjois-  
SUOMI



COSMETIC  
VALLEY  
FRANCE



JOINT ROMANIAN –  
HUNGARIAN  
INTERNATIONAL  
CLUSTER CONFERENCE  
2018  
- BRIDGING COUNTRIES  
REACHING EUROPE



romania2019.eu



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

<https://www.clustercollaboration.eu/open-calls/call-organise-events-part-eu-cluster-weeks-2018-2019>

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



# European Cluster Conference: "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.clustercollaboration.eu/event-calendar/eu-cluster-weeks>

# 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.*



Thank you

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

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Innovation and Advanced Manufacturing Directorate

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