



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

European Cluster Policy – using clusters to support European SMEs

Dr Anna Sobczak

**Policy expert for clusters &
emerging industries**

Baltic Cluster Forum, 19 March 2019

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 & intermediaries

... Channel customised business support services to specific groups of SMEs





European
Commission

European Cluster policy for growth



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

**Inter-
regional &
international
cluster
cooperation**

**Capacity-
building**



ESCP.S³

COSME

Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020



ESCP.i
Partnership

COSME

Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020

**Cluster
Excellence
Programme**



European
Commission

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

HORIZON 2020

The Horizon 2020 logo, where the word "HORIZON" is written in white, uppercase letters, and a small, realistic globe of the Earth is positioned in the center of the letter "O". The word "2020" follows to the right. The background is a blue, glowing horizon over a dark blue globe of the Earth.

Why focus on value chain innovation?

**"INNOVATION SHOULD
BREAK SOME OUT-
DATED RULE, BUT
NEEDS A LEVEL OF
GUIDANCE"**

Pearl Zhu

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

**"INNOVATION IS AN
EVOLUTIONARY
PROCESS, SO IT'S
NOT NECESSARY TO
BE RADICAL ALL
THE TIME"**

Marc Jacobs

- ... using clusters to exploit innovative potential of SMEs

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

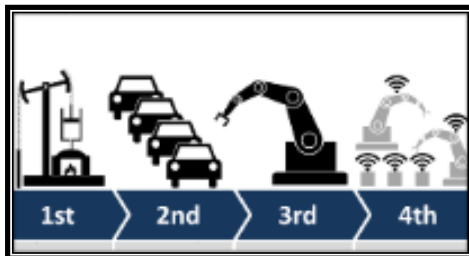
Pearl Zhu

Why SMEs need support ?



... To Generate & better capitalise on all forms of knowledge, creativity, craftsmanship & innovation

... To bring their cross-cutting technologies, service innovation & eco-innovative solutions into new industrial value chains



What are examples of SME support tools to facilitate cross-sectoral collaboration & innovation ?



Innovation & technical assistance voucher schemes

Knowledge transfer & technological integration support

Innovation vouchers

Lump sums

Awards & prizes

IP & innovation management support

Mentoring, coaching, training, mobility activities

Hackathons

Innovation clubs & virtual rooms

Peer-to peer evaluation by entrepreneurs

Incubation & accelerator support

Connecting SMEs with research & innovation actors

Crowd-funding

Brokerage & matchmaking support

Innovation & creativity competitions

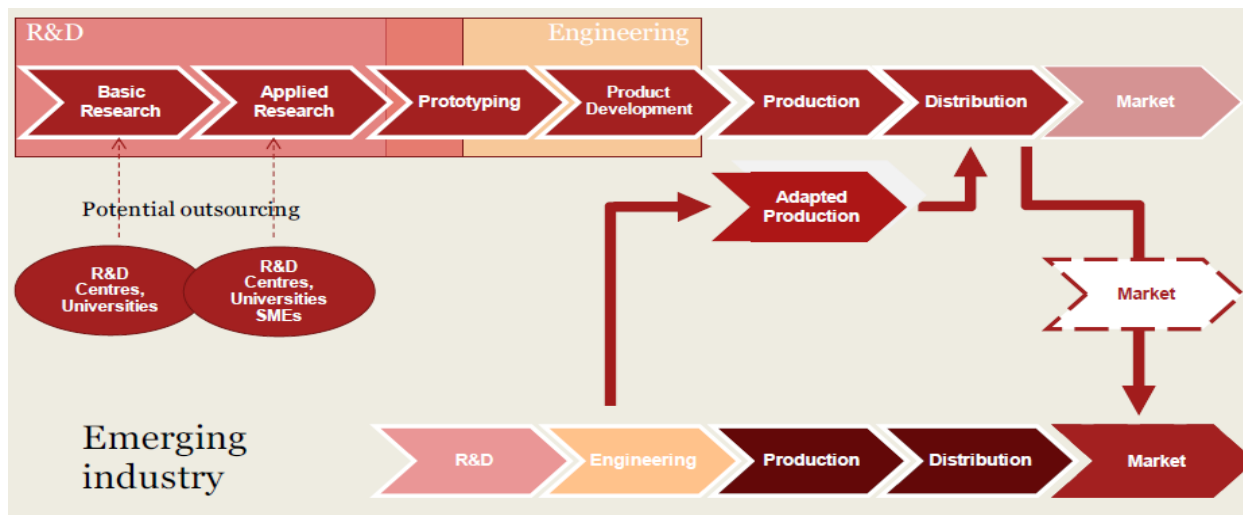


Why cross-sectoral collaboration matters?

...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?



... breaks regional silos

... mobilises around common smart specialization strategies

... Is important for the strategic use of innovation to develop new industrial value chains

... offer further funding opportunities for possible collaboration ideas

... trigger complementary support via linking sectors & partners to smart specialisation priorities

as illustrated by partnerships under Thematic Smart Specialisation Platforms



European Commission



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



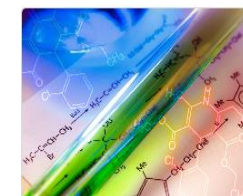
Social Economy



European Cyber Valleys



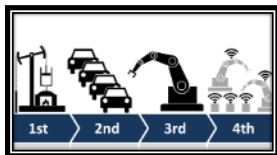
Artificial intelligence & Human machine



Chemicals



Advanced materials on batteries



SMEs to Industry 4.0



Textile Innovation



Medical Technology



Sport



Photonics



Safe & sustainable mobility

What do we want from Innosup projects?

http://ec.europa.eu/research/participants/data/ref/h2020/other/guides_for_applicants/h2020-guide-note-innosup-1-18-20_en.pdf

INPUT

- **cross-sectoral & cross-regional innovation**
- **Involvement of cluster organisations as facilitators**
- **Direct innovation support to SMEs (75 %)**
- **Complementarities with S3 strategies & other funding**
- **Variety of support innovation tools**

OUTPUT

- new or significantly improved:
- **products (goods &/or services)**
 - **processes**
 - **marketing methods**
 - **organisational methods**
 - **impact on resource efficiency (water, energy, material consumption)**
 - **SMEs turnover & profit**

INNOSUP-1

HORIZON 2020





European Commission

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 million)

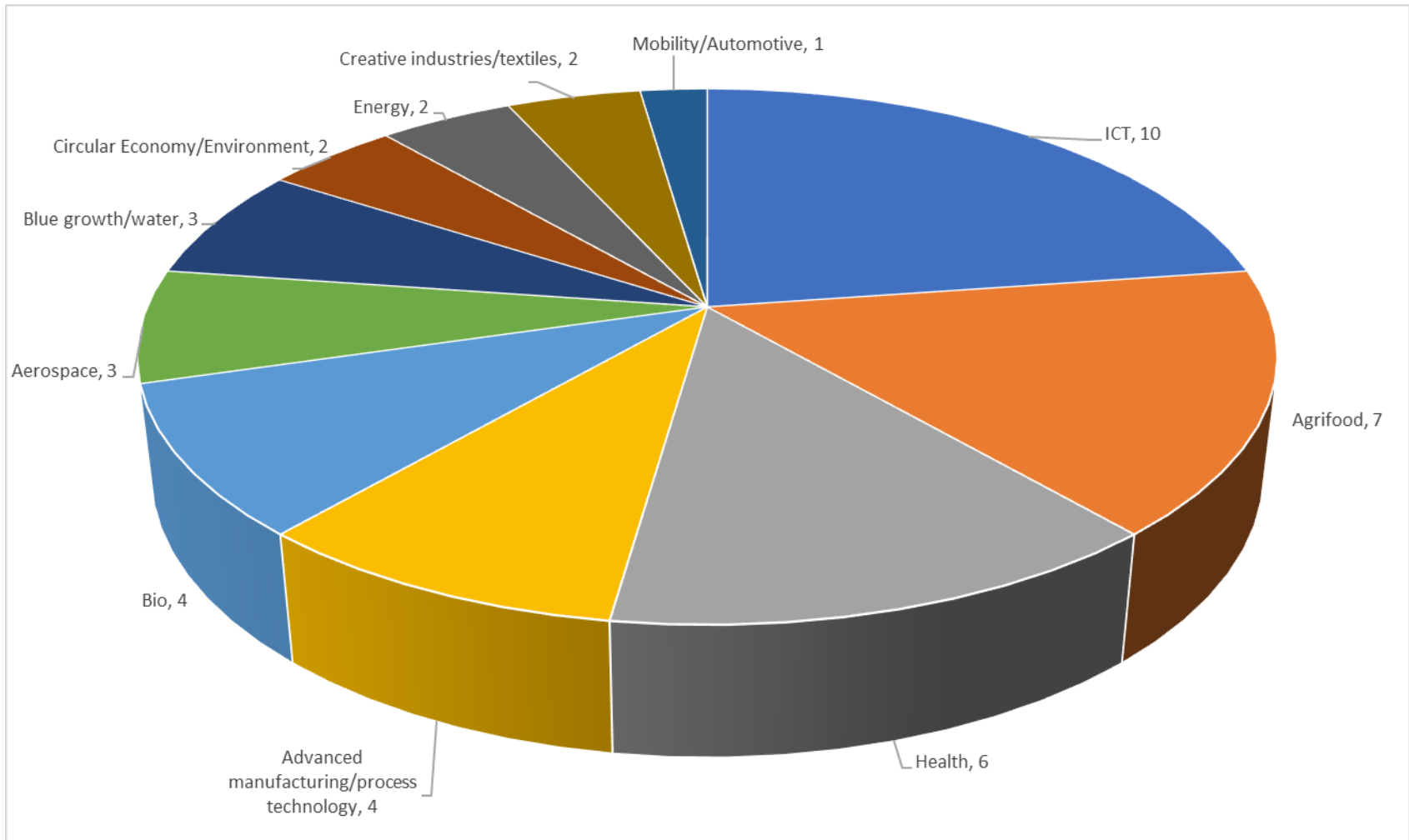




European
Commission



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

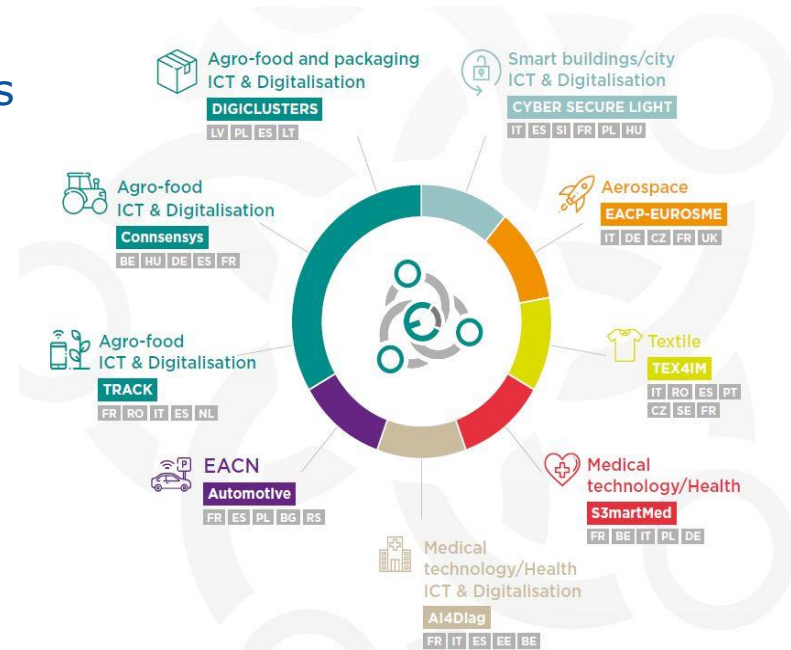


European Strategic Cluster Partnerships for smart specialisation investments



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**
- ◆ 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 !!!



EUROPEAN
CLUSTER COLLABORATION
PLATFORM .eu

<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)



COSME

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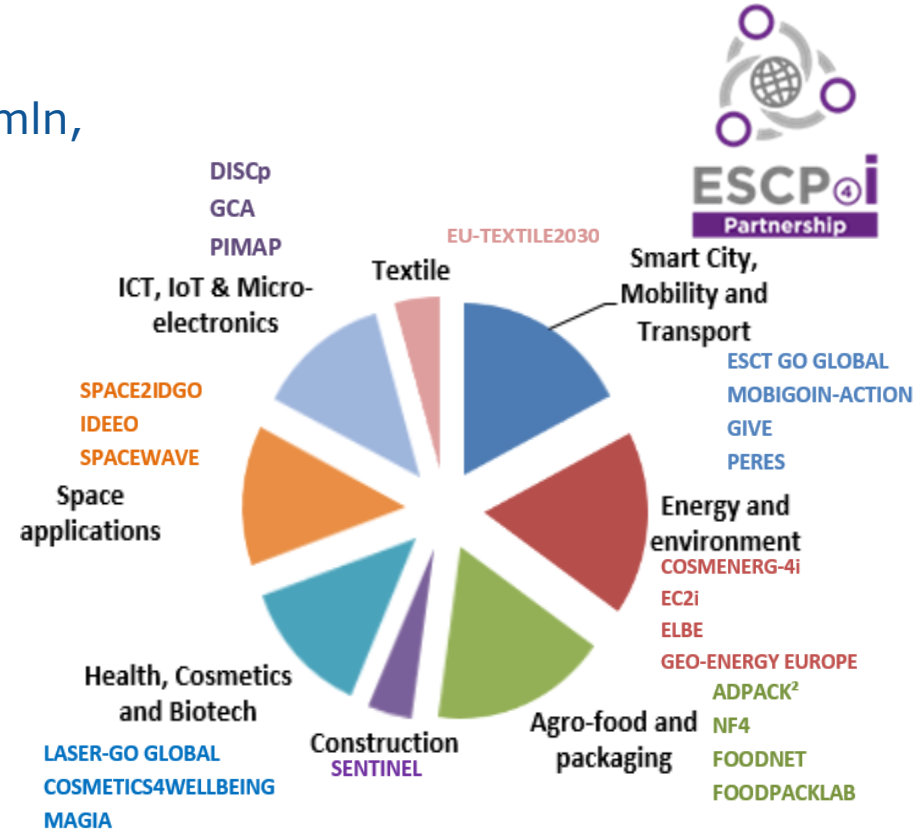
'EU Clusters Go International' action

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
Commission



EU-Canada Cluster Cooperation #EUClusterWeeks Main event at Hannover Fair



Federal Ministry
for Economic Affairs
and Energy



#INVESTEU
#EUCLUSTERWEEKS
EU CLUSTER WEEKS
2018-2019



02.04.-11.04.2019
Clusterwoche
Deutschland



1-2 April 2019, Hannover, Germany

Opening by Commissioner Bieńkowska (EU) + Minister Bains (CAD)
+ State-Secretary Nussbaum (DE)

Administrative Arrangement on EU-Canada Cluster Cooperation

Networking opportunities for more than **60** clusters from the EU, Canada & other
COSME participating countries

Pre-event of next EU-Canada Cluster Matchmaking Event in Toronto, 3-7 June 2019

Key focus areas:

Digital Technology

Advanced Manufacturing & Industrial Automation

Artificial Intelligence & Supply Chain Technology



European Cluster Excellence Programme

Strengthen cluster management excellence & strategic interregional partnering to foster cluster capacity building & SME competitiveness

- Budget: **EUR 3,6 mln**
- **10-12** partnerships (max EUR 360.000 per project)
- Deadline for applications **04/04/2019**



Video recording of information webinar of 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 & partnership levels)
3. Organise twinning, collaboration, networking/learning activities & cooperation projects for cluster organisations, technology centres & SMEs
4. Implement „**ClusterXchange**“ pilot scheme (short-term visits with lump sum payments)

The future of EU Cluster Policy





Partnering Event for European Strategic Cluster Partnerships

25 November 2018

Watch here:

<https://youtu.be/xcQxn-7lkWc>



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)

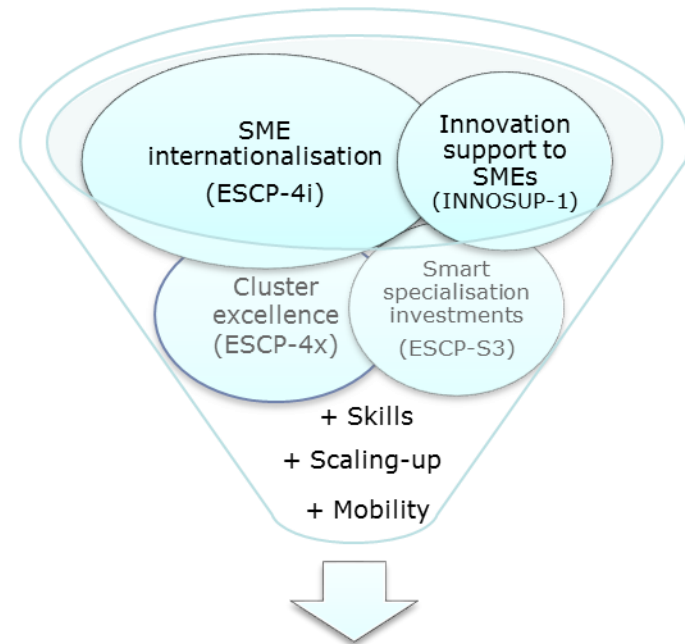
Towards Joint Cluster Initiatives

- 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 1000 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)*



Support to 12 pilot regions in industrial transition
Regional Ecosystem Scoreboard
Trends, emerging industries,
priority sector reports
Cluster policies in Member States
Smart guides including on cluster partnerships and entrepreneurship support

European Cluster Collaboration Platform: next phase



The results until now

Boosting collaboration & 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**.

Merge of:

- the European Cluster Collaboration Platform
 - the European Resource Efficiency Knowledge Centre
 - the European Observatory for Clusters and Industrial Change
- ◇ **New call by 2019**



European

East & North
FINLAND
Itä- & Pohjois-
SUOMI



COSMETIC
VALLEY
FRANCE



#INVESTEU
#EUCLUSTERWEEKS



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



romania2019.eu



Interreg
Alpine Space
S3-4AlpClusters



clusters.es

FUTURE
week
DENMARK

35 events organized until now

Awareness-raising campaign across Europe on the role of clusters & their impact
Feedback on **common challenges** & what needs to be done
in the next generation of regional, national and EU cluster initiatives.

Support to any national, regional and local cluster event that is:

- organised by cluster stakeholders or
- organised around 'cluster' topic/a specific topic closely related to it

Call for application for organisations wishing to host national/regional cluster events
under #EUClusterWeeks **between 11/2018 – 04/2019**

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



Have your say about cluster-related policy developments at EU, national and regional level & discuss hot topics (**digitalisation, skills, circular Europe, shared value & social impact**)



Listen to feedback from **EU Cluster Weeks** events & comment on current/upcoming opportunities



Team up with others by networking during the conference & engaging in the pre-conference EU matchmaking

Cluster Award ceremony for:
EU Cluster Manager 2019



European Strategic Cluster Partnership for Smart Specialisation Investments (ESCP-S3)
European Strategic Cluster Partnership – Going International (ESCPs-4i)
Innosup-1 partnerships

www.eucluster2019.eu



romania2019.eu

https://youtu.be/3G0_EJ5SFlg



Thank you

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

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Innovation and Advanced Manufacturing Directorate

European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

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