

EUCLES

EUROPEAN CLUSTERS LABELLING EXCELLENCE STRUCTURE



EUCLES

European Clusters Excellence
Labelling Structure



BALTIC CLUSTER CHRISTMAS FORUM 2021 - DECEMBER 9TH, 2021

HERVÉ FLOCH

CHAIRMAN AFPC "EUROPE" COMMITTEE



AFPC – ASSOCIATION FRANÇAISE DES PÔLES DE COMPÉTITIVITÉ

AIMS AND OBJECTIVES

- Developing further the successful methodologies and processes of assessing and analyzing capacities of cluster management organizations previously operated through the European Secretariat for Cluster Analysis (ESCA).

- Fully respecting the following six Common European Principles
 1. European dimension
 2. Transparency
 3. Cooperation among partners
 4. Data Confidentiality
 5. Integrity of Purpose
 6. Sound Technical and Financial Management

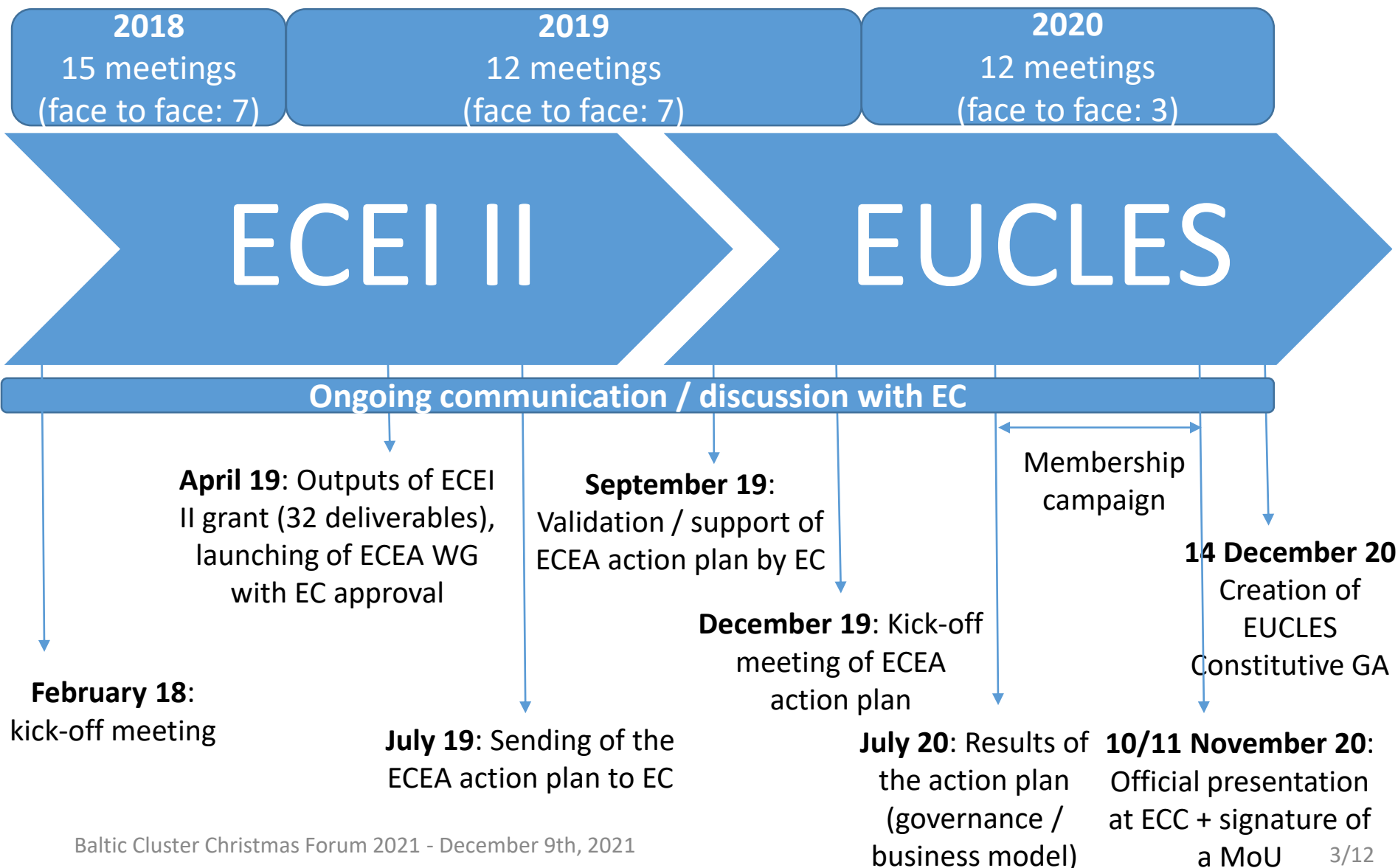
- “Code of Conduct” binding for all parties involved

HISTORY AND TIMELINE



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GENERAL INFORMATION

- Non-profit association under Belgian law
- Continuation of ESCA (European Secretariat for Cluster Analysis)
- Outcome of the ECEI2 grant (« exit strategy »)
- Creation in December 14th, 2020: Hervé Floch elected President
- 12 founding members (National clusters associations)



- Partnership agreement signed with VDI/VDE-IT in September 2021

Main objectives:

- Granting labels of clusters management excellence, in collaboration with clusters management experts from more than 30 countries.
- Developing further the assessment methodologies and processes.
- Ensuring the recognition of these labels at the European level, and increasing their added value.

EUCLES & SUPPORT BODIES



EUCLES

Board

- Governance
- Liaison between EC and association
- Delivers the labels
- Appoints the experts every year

At least 3 members

General Assembly

- Elects the board
- Approves annual budget
- Approves objectives and strategies
- Approves changes of labelling indicators and procedures

2 members categories

Permanent staff

- Coordinates the activities
- Manages the labelling requests
- Manages the database
- Accountancy and administration

Could be subcontracted as a start

Labelling office – VDI/VDE-IT

- Trains and manages the experts
- Evaluates the clusters
- Collects data

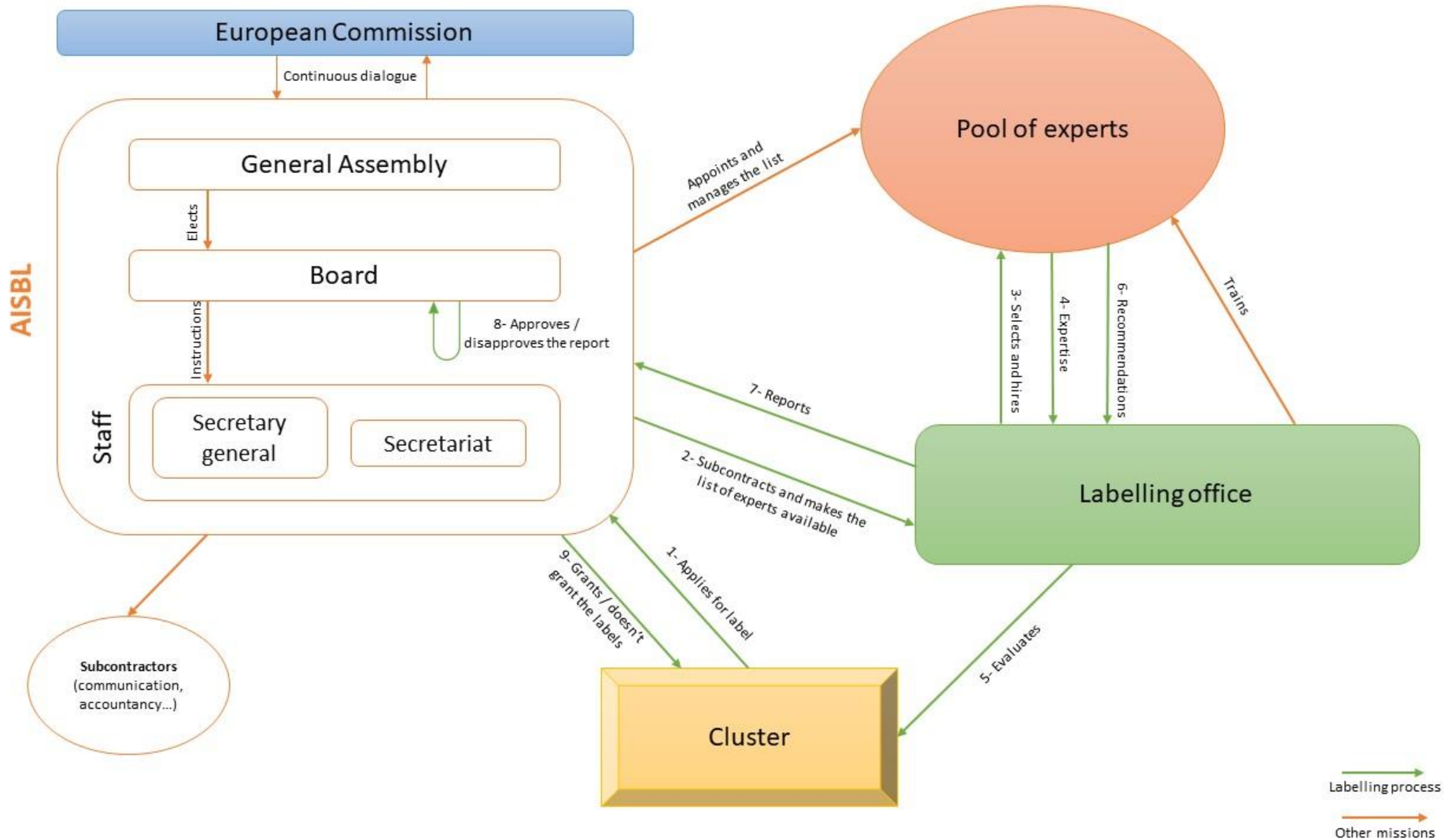
Pool of experts

- Clusters assessment
- Gives evaluation / recommendations on the decision to grant a label

Subcontractors

- Website and communication tools
- Accountancy / administration

GENERAL ORGANISATION AND INTERACTIONS



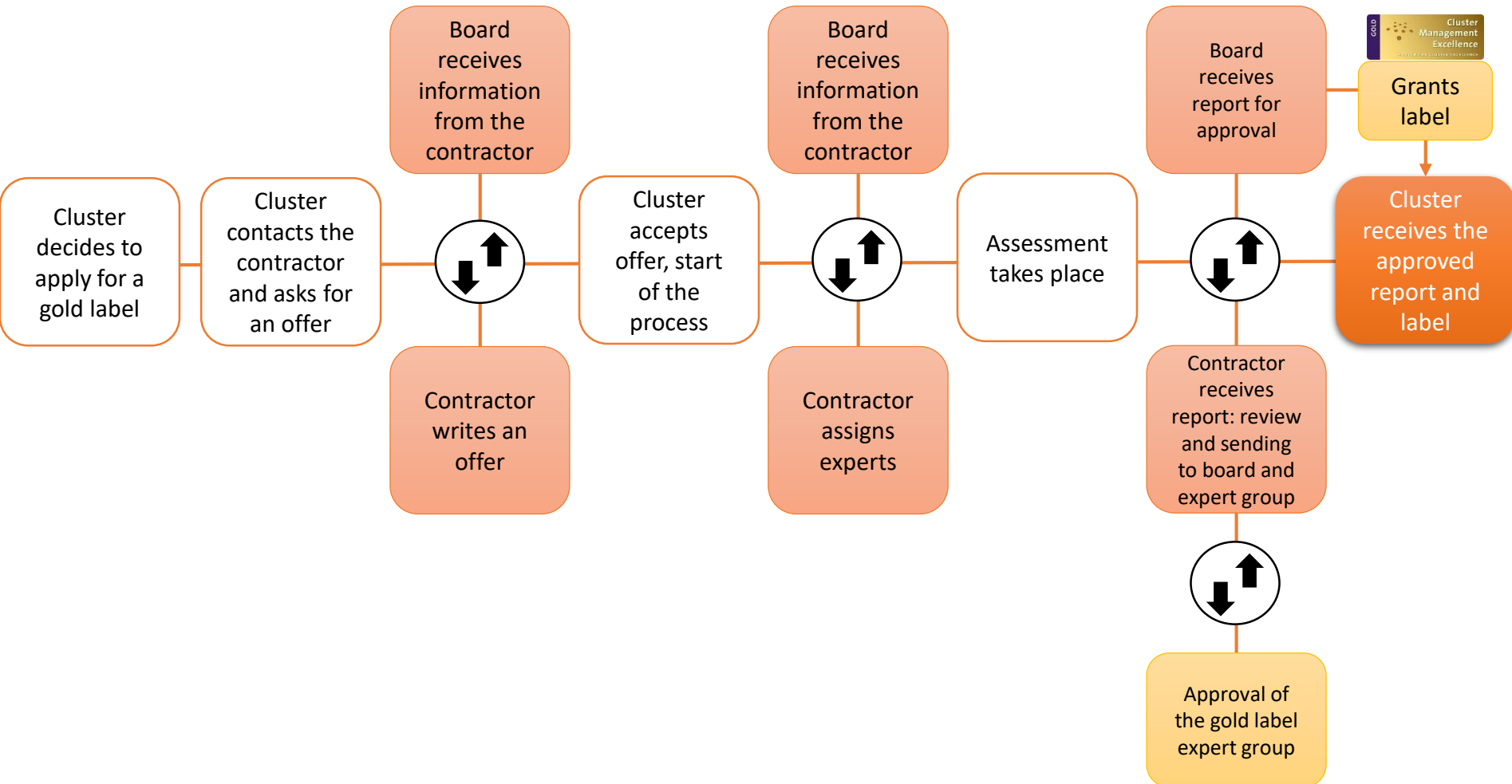
EUCLES: A SUSTAINABLE BUSINESS MODEL THROUGH A COMMERCIAL AGENCY CONTRACT

Main aspects

- An "Agency Contract" to be signed between the association and an external contractor in charge of the labelling process
- Composition of the "Experts list" and "Gold label expert group" to be proposed by the contractor and approved by the EUCLES' Board
- The cost of the respective labels should not exceed the current ESCA-ones
- Develop remote activities



THE LABELLING PROCESS STEP BY STEP



INTERNAL ORGANISATION – WORKING GROUPS

1. PARTNERSHIP AGREEMENT:

- Agreement signed in September with VDI/VDE-IT, current update of the labelling documentation.
- Formal transition in Q1 2022.

2. INDICATORS

- Digital aspects, green aspects, social cohesion and sovereignty to be taken into consideration.

3. RECOGNITION OF THE LABELS

- Possible incentives for the attribution of a label

4. COMMUNICATION / PROSPECTION

- Website online soon: <https://eucles.be/>



OUR WEBSITE IS COMING SOON...

The EUCLES (European Cluster Labelling Excellence Structure) association has been created in December 2020 with the objective to gradually take over the labelling system currently operated by ESCA (European Secretariat for Cluster Analysis).

Managed by clusters associations for European clusters with the approval of the European Commission, this newly created structure will develop further and modernise the existing system.

Please be aware that the transition is currently in progress and that you will of course be informed of its status, both here and on the ESCA website.

Thank you to note that this does not imply a major change for clusters as the labelling process will remain the same, only the contact process to request a labelling will change.

Looking forward to fruitful collaborations,
The EUCLES team

INTERESTS OF THE LABELS

Baseline: Strong clusters promote economic growth by leveraging the innovation and business potential of a region:

- New employment opportunities.
- New companies, products and services.
- New R&D activities, patents \Rightarrow Entrepreneurship acceleration.

A professional cluster management contributes to the development of these dimensions. By focusing on management quality, the association contributes to the improvement of these dimensions.

More than 1,100 cluster organizations from 45 countries have already been benchmarked and labelled.

The association works in parallel with several stakeholders (including the EC) in order to develop the recognition and potential incentives of the labels.



LABELLING METHODOLOGY, PROCESSES, INDICATORS

General direction of development:

- More stable and transparent assessment approaches
- General shift from capacity/capability-based assessment/analysis approaches to more output/impact-oriented methodologies
- Simplification of assessment processes with the aim of possibly reducing the overall costs of the labelling

BRONZE

- Minimum quality and eligibility criteria for labelled organizations in synergy with registration criteria under the ECCP
- More intensive use of video-conferencing
- Revised set of underlying indicators

SILVER

- Consulting-related agenda based on a more extensive preparatory data analysis

GOLD

- Revised set of underlying quality indicators (Definition of new impact-oriented indicators, reduction of the current set of indicators)
- Reduction of the on-site assessment efforts

THANK YOU FOR YOUR ATTENTION!



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