

# Internal Market, Industry, Entrepreneurship and SMEs

## European Cluster Policy

**Eva Revilla**

**Policy officer**

**Clusters, Social Economy &  
Entrepreneurship**

**Meeting at CzechInvest, 24 May 2018**



*Investing in a smart,  
innovative &  
sustainable Industry:*

*A renewed EU  
Industrial Policy  
Strategy*



*Strengthening  
Innovation in  
Europe's Regions:*

*Strategies for  
resilient, inclusive &  
sustainable growth*



*Europe's next  
leaders:*

*The Start-up & Scale-  
up Initiative*



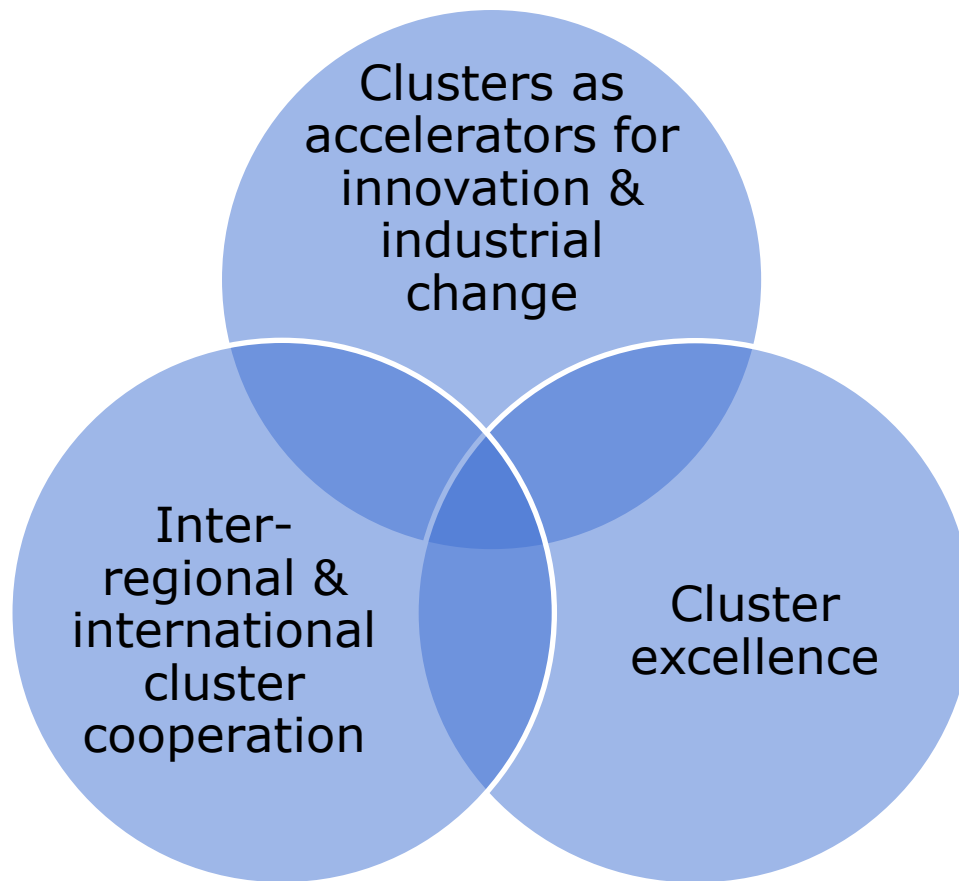
**EU Policy Framework for Clusters**

# Current EU Cluster initiatives



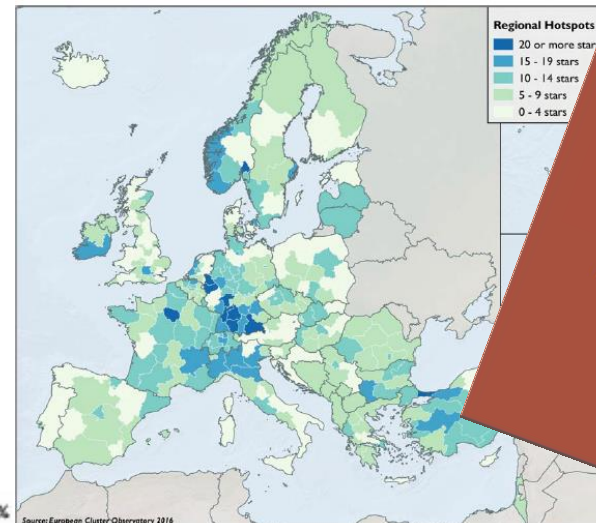
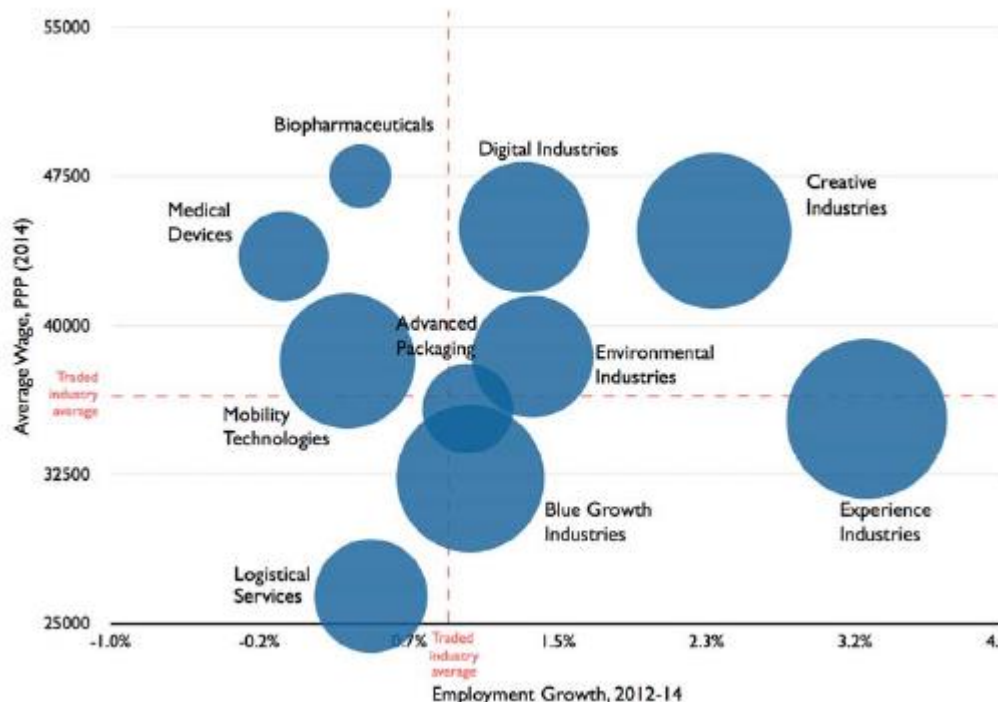
+ linkages with PPPs under Horizon2020, European Innovation Partnerships, Joint Technology Initiatives, Joint Programming Initiatives, Knowledge and Sector Skills Alliances, Enterprise Europe Network, etc.

# European cluster strategy for growth



# Clusters as accelerators for innovation & industrial change

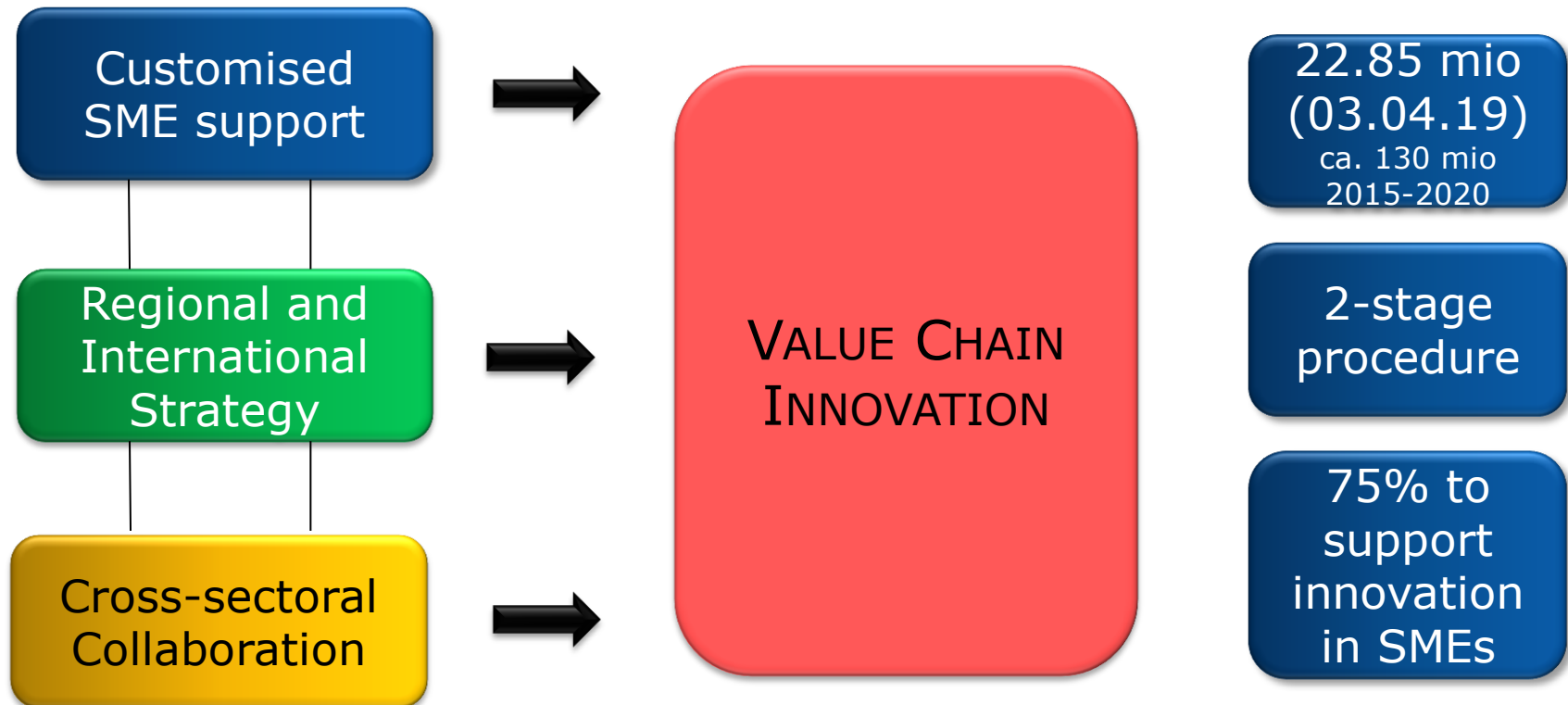
- 3043 **strong clusters** account for more than 54 million jobs
- **Gazelles** in strong clusters employ 35 staff compared to 24 elsewhere
- **Wages** in strong clusters are 3% higher than elsewhere
- 40% of activity in **emerging industries** concentrated in 20% of regions



# Using clusters to facilitate value chain innovation and industrial transformation



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



# Impact monitoring

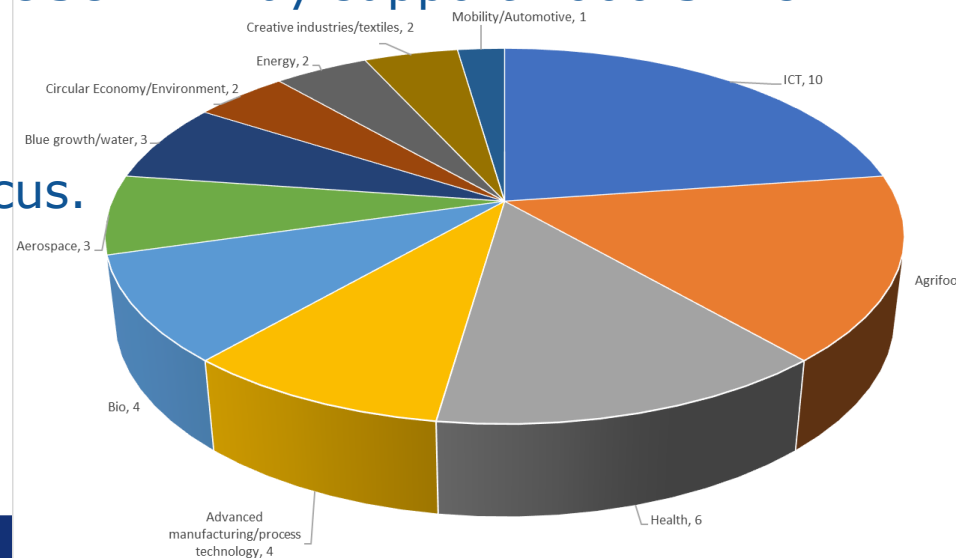
Six ongoing INNOSUP-2015 projects that started in 2016/2017:

- **reached out to over 2800 SMEs** (e.g. through matchmaking events, call for ideas/collaboration projects etc.)
- are **supporting 449 SMEs directly** (e.g. through innovation support vouchers, already above 420 target at interim report)

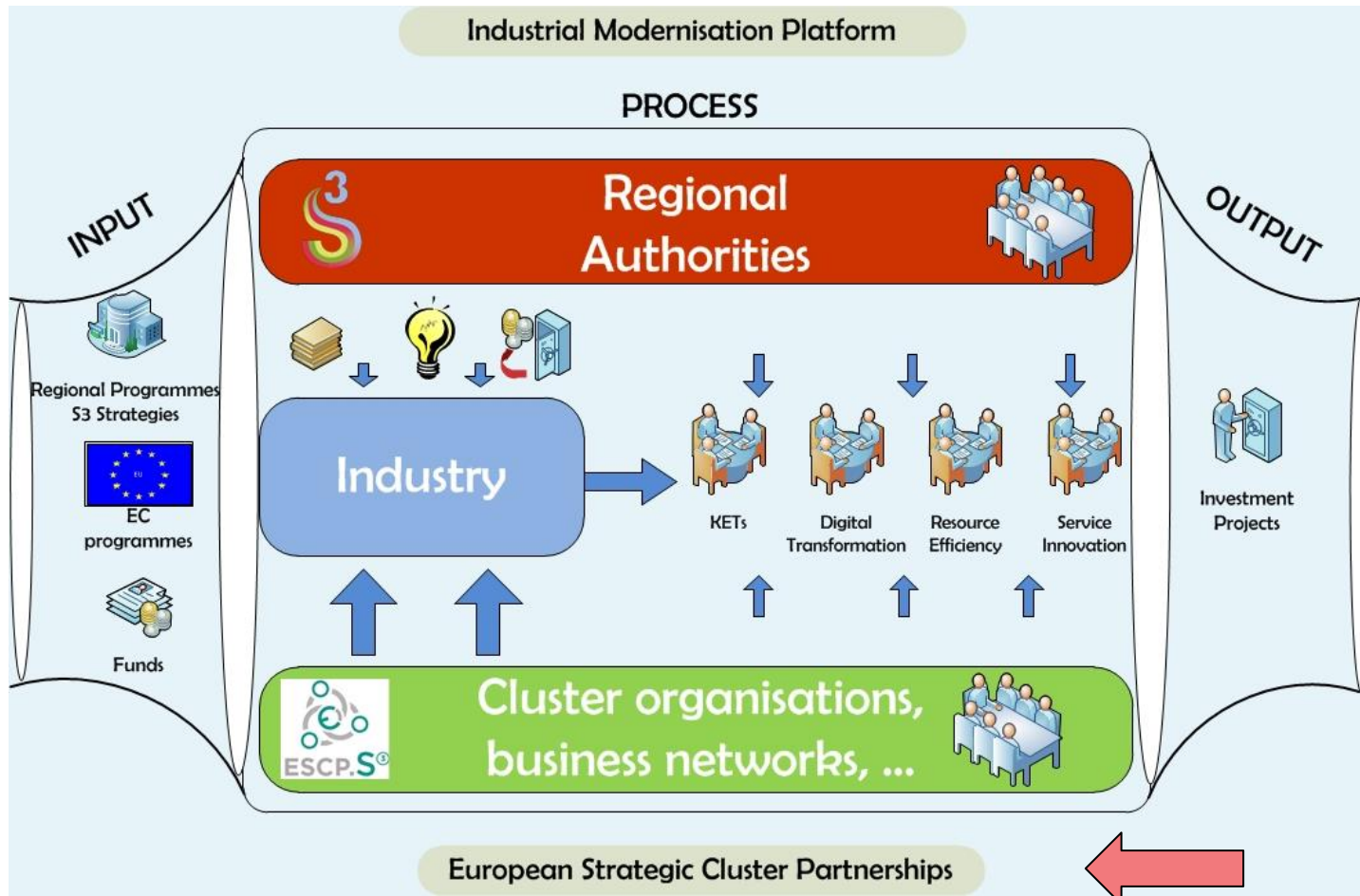
=> 13 INNOSUP-2015-2017 projects (9 launched and 4 proposed) plan to support 994 SMEs. Overall, INNOSUP-1 may support 2000 SMEs.



=> Strong industrial transformation focus.



# Strategic cross-regional collaboration



[GROW your REGION background document](#)



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

<https://ec.europa.eu/easme/en/cos-clustpartn-2017-3-02-european-strategic-cluster-partnerships-smart-specialisation-investments>  
(COSME call for proposals 2.8 mio, deadline March 2018)

# 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



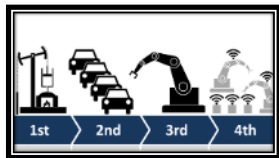
Efficient &  
Sustainable  
Manufacturing



Nano-Enabled  
Products



Cyber security



Industry 4.0



Textile  
Innovation



Medical  
Technology



Sports  
Innovation



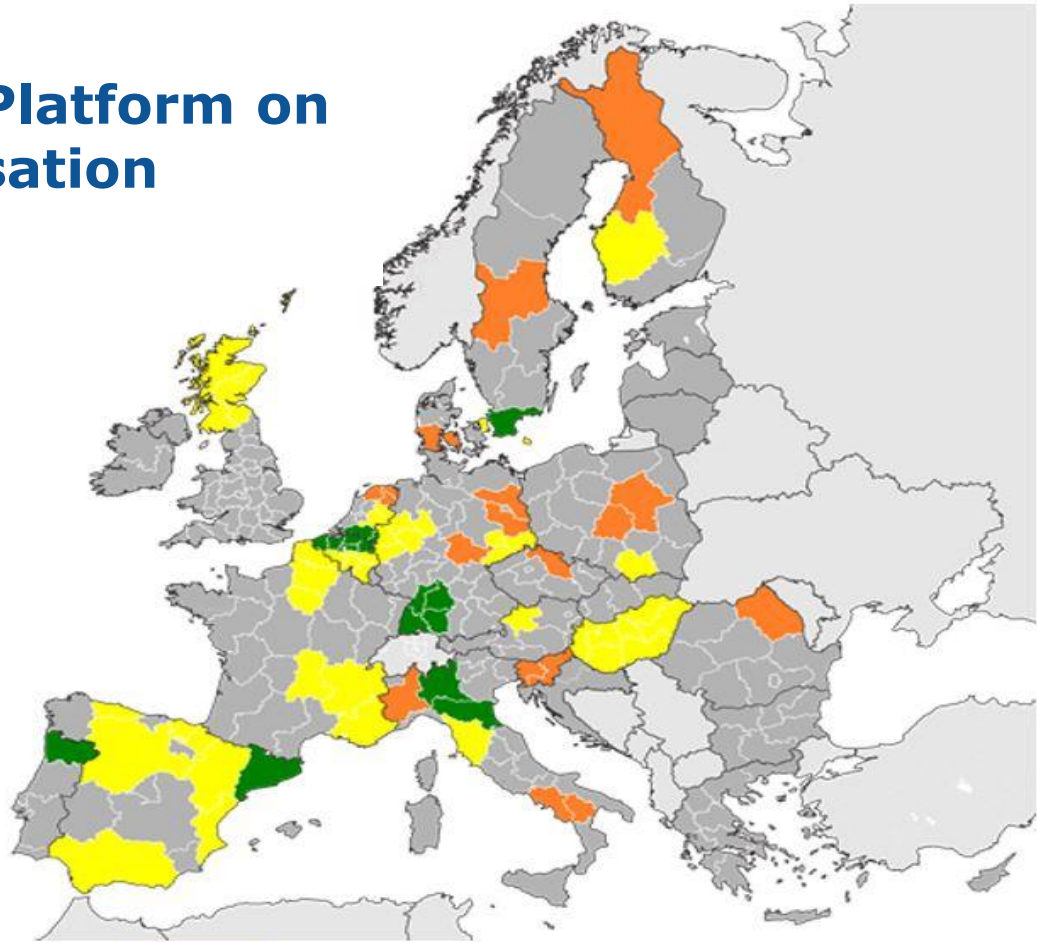
Photonics



Digitalisation  
and Safety for  
Tourism

# Smart Specialisation Platform on Industrial Modernisation

- ✓ Regions that participate in 5 or more partnerships in **GREEN**
- ✓ Regions that participate in 2 to 4 partnerships in **YELLOW**
- ✓ Regions that participate in 1 partnership in **ORANGE**



# European Strategic Cluster Partnerships for smart specialisation investments



Preparatory  
Phase

Implementation  
Phase

Investment  
Phase

Partnership building  
Joint strategy formulation  
Implementation roadmap  
SME surveys  
Value chain mapping

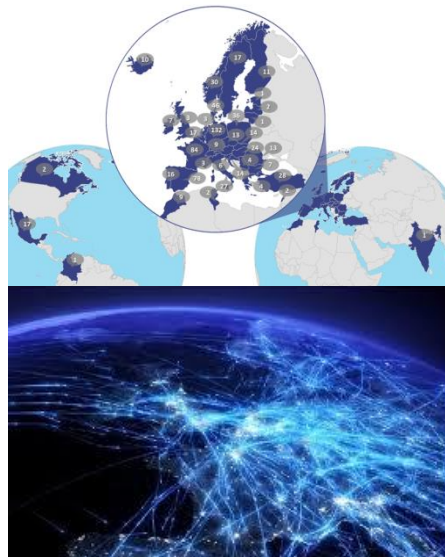
Matchmaking  
Joint activities,  
demonstration projects,  
pilots, preparation of  
bankable proposals

Additional private/public  
financing  
Acceleration support  
Showcasing results

Joint activities to strengthen cluster cooperation across the partnership  
Gathering feed-back from SMEs on their barriers to innovation, skills, cooperation and investment  
Building linkages with other European, national and regional initiatives and networks

**COSME call for proposal to be published in December 2017, €2.8 million** for 8 Partnerships, partnering via  
<http://www.clustercollaboration.eu/news/call-expression-interest-towards-european-strategic-cluster-partnerships>

# Supporting SME internationalisation and cluster excellence



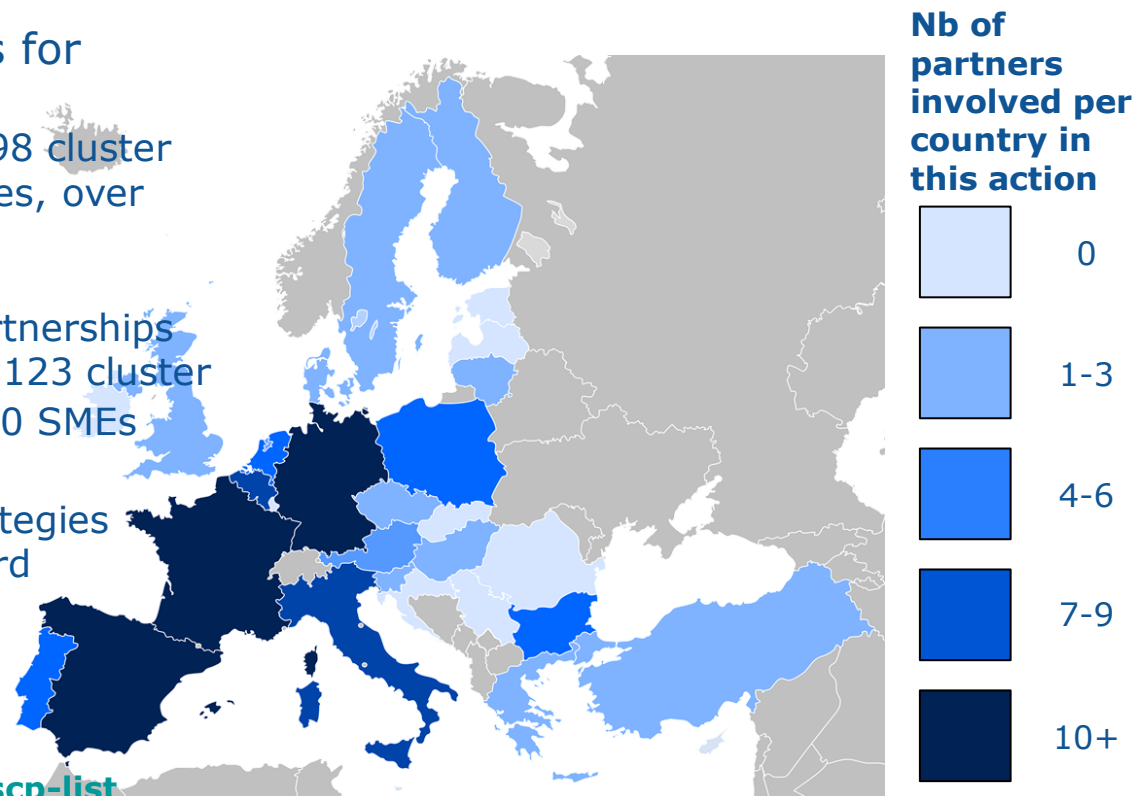
# 'Clusters Go International' action

Promoting cluster cooperation for industrial leadership in global markets through **European Strategic Cluster Partnerships for Going International (ESCP-4i)**

2 "Cluster Go International" calls for proposals:

- 2014: **15 projects** (4.30 mio €), 98 cluster organisations, 23 European countries, over 10,000 SMEs
- 2016: **23 projects**, including 2 partnerships on earth observation (5.79 mio €), 123 cluster orgs, 25 European countries, 17,000 SMEs

⇒ Supporting joint international strategies and collaboration with partners in third countries for the benefit of SMEs



# European Strategic Cluster Partnerships – Going International (ESCP-4i)

## – First generation (2016-2017)



- **15 co-funded European Strategic Cluster Partnerships: about 100 cluster organisations across 23 European countries developed and implemented joint strategies to support SME internationalisation towards third countries**
- **2000 European SMEs involved in activities targeting international third-markets generating 85 concrete business cooperation cases with international partners**
- **370 Cluster-to-Cluster events**
- **3010 Business-to-Business events**
- **39 Memoranda of Understanding (MoU) and 45 collaboration projects implemented between EU clusters and international peer organisations**

<http://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i/first-generation/achievements>

# EU 'Clusters Go International' Partnerships (2018-2019) Overview

## Sectoral and Industrial Focus



DISCp  
GCA  
PIMAP

ICT, IoT & Micro-  
electronics

Textile **EU-TEXTILE2030**

Smart City,  
Mobility and  
Transport

**ESCT GO GLOBAL**  
**MOBIGOIN-ACTION**  
**GIVE**  
**PERES**

**SPACE2IDGO**  
**IDEEO**  
**SPACEWAVE**

Space  
applications

Energy and  
environment  
**COSMENERG-4i**  
**EC2i**  
**ELBE**  
**GEO-ENERGY EUROPE**

**ADPACK<sup>2</sup>**

**NF4**

**FOODNET**

**FOODPACKLAB**

Agro-food and  
packaging

Construction  
**SENTINEL**

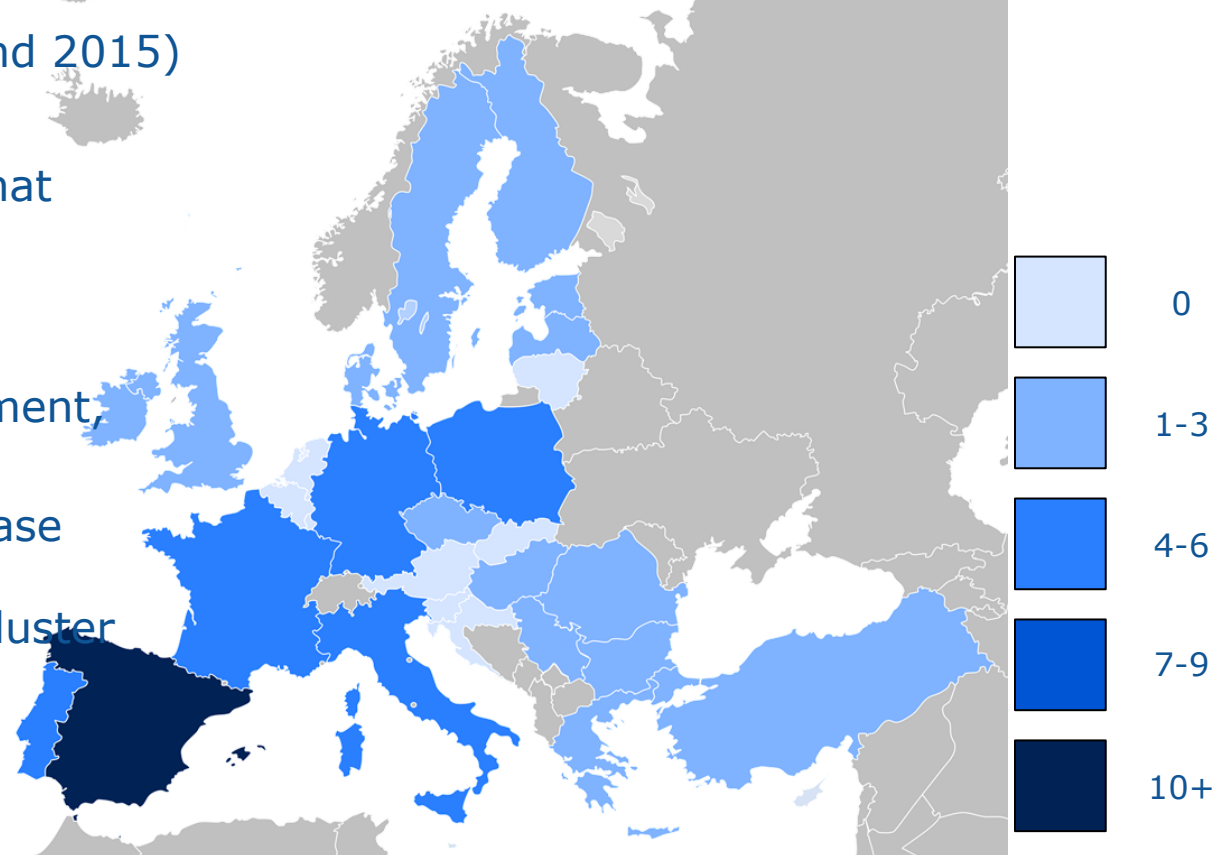
Health, Cosmetics  
and Biotech

**LASER-GO GLOBAL**  
**COSMETICS4WELLBEING**  
**MAGIA**

# Cluster excellence programme

Supporting capacity building in cluster management to raise innovation capacity and competitiveness of clusters

- 2 calls for proposals (2014 and 2015)
- **11 projects** (2.47 million)
- **57 cluster organisations** that represent over 11,000 SMEs
- Supporting benchmarking, training of cluster managers, mentoring, strategy development, cross-cluster learning
- New phase launched to increase transparency, efficiency and sustainability of labelling of cluster organisation (871 so far)
- New cluster excellence call in 2018



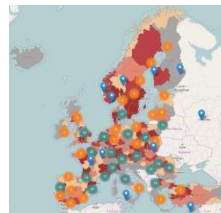
# Cluster collaboration & intelligence tools

## European Cluster Collaboration Platform

*Finding partners/cluster organisations  
(partner search, matchmaking etc)*

<http://www.clustercollaboration.eu>

- Mapping over **800 cluster organisations**
- 320 clusters having 1400 meetings with internat. partners & 500 with EU partners
- International cluster matchmaking events
- The hub to connect clusters across Europe and beyond

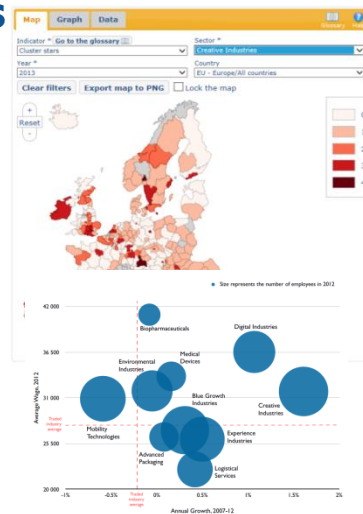


## European Cluster Observatory

*becoming the European Observatory for  
Clusters and Industrial Change*

*Comparing regional strength, ecosystems  
(sectoral & cross-sectoral cluster mapping)*

[http://ec.europa.eu/growth/industry/policy/clusters/observatory\\_en](http://ec.europa.eu/growth/industry/policy/clusters/observatory_en)



- Clusters in 51 sectors & 10 emerging industries
- Regional Ecosystem Scoreboard (bottlenecks)
- Policy guidance



Complemented by the Smart Specialisation Platform, e.g. Eye@RIS tool (regional innovation policy priorities), <http://s3platform.jrc.ec.europa.eu/> and thematic Smart Specialisation Platforms <http://s3platform.jrc.ec.europa.eu/s3-thematic-platforms>

# Reflections for the future

# Ingredients

- 2 eggs
- 200 grams of flour
- 2 glasses of milk...



# Lessons learned from cluster actions

- *Shift from supporting clusters to using clusters for creating growth opportunities for SMEs and investments*
- *Need to overcome sectoral and regional silos, e.g. by focussing on new value chains and emerging industries*
- *Need for more strategic connections across eco-systems and stronger link to smart specialisation*
  - Right mix of partners: policy-makers, intermediaries & SMEs
- *Missing funding pipeline to make strategic partnerships sustainable across specialised themes*
- *Co-creating new initiatives*



# Follow-up on co-creating the next generation of joint actions



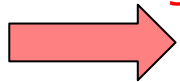
...with 325  
participants  
from 25  
countries



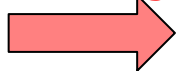


19 topics  
proposed for  
future  
actions!

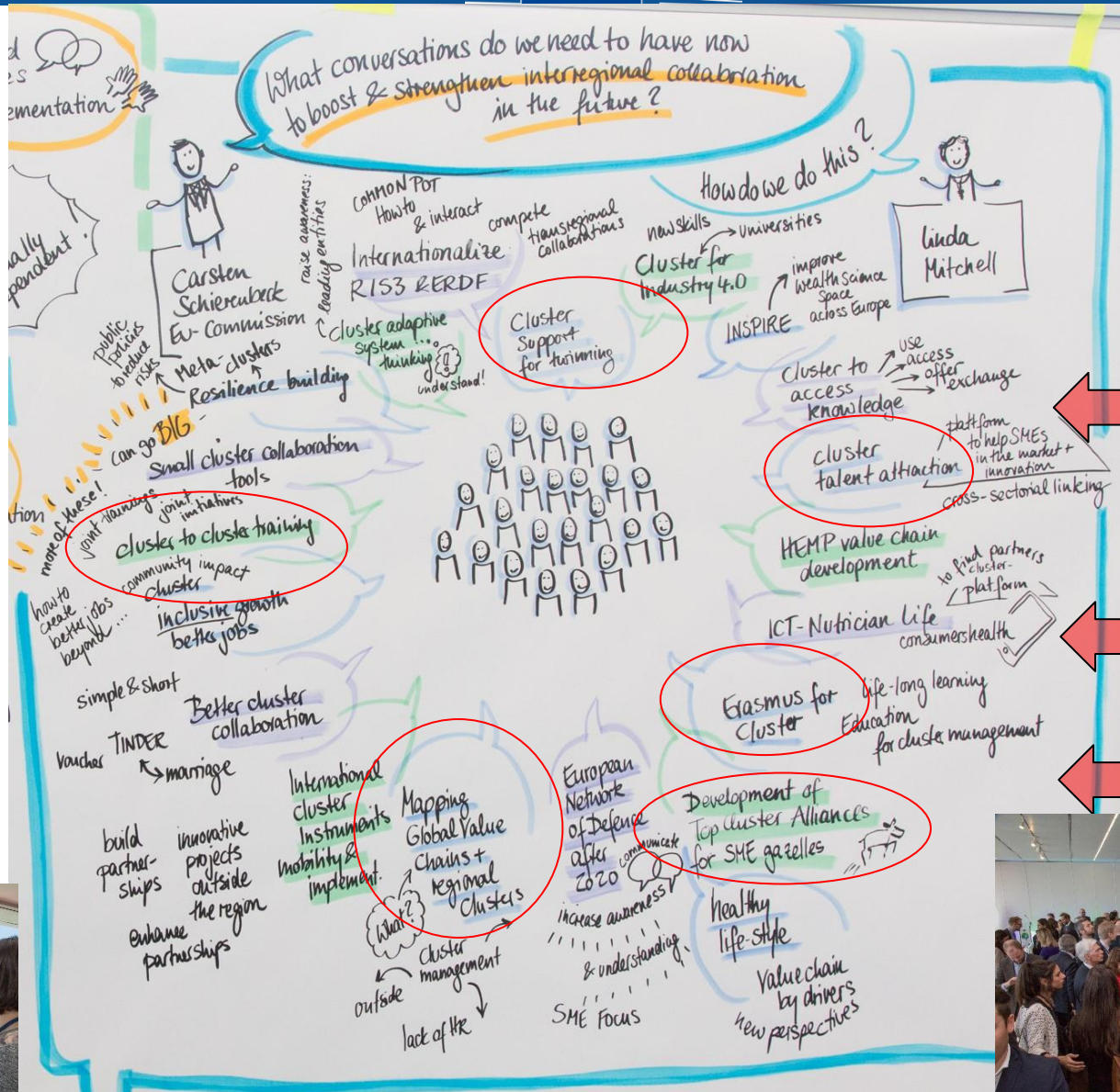
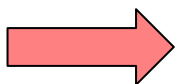
Twinning



Training



Mapping  
value chains



Talent attraction



Mobility scheme



Cluster &  
entrepreneurship/  
gazelles



# European Cluster Policy Forum



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

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

Cluster internationalisation – using cluster partnerships to help clusters and their members go international

State-aid on clusters

Cluster excellence capacity-building & professionalisation of cluster management (incl. Erasmus for cluster managers)



## **Outlook for European Cluster Policy**

**European Cluster Policy Forum supported by European Observatory for Clusters and Industrial Change**

**High-Level Expert Group on Clusters to be set-up in 2018**

**Stronger use of thematic Smart Specialisation Platforms**

**European Cluster Conference & European Cluster Week in 2019**

**Moving towards Joint Cluster Initiatives (value chains, innovation, internationalisation, skills, entrepreneurship)**

# 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*  
(business dev. & skills, advanced manufacturing and technologies, digital, resource-efficiency, internationalisation)

Building EU value chains,  
industrial modernisation  
& capacity building

*Partnership activities of*

- Cluster organisations
- Specialised technology centres
- Specialised incubators and accelerators

---

Channelling of direct  
support to SMEs  
(Scaling-up)

Skills upgrading,  
talent attraction &  
entrepreneurship  
acceleration

*Partnership activities of*

- Cluster organisations
- Specialised Technology centres
- Specialised incubators and accelerators
- Vocational institutions

---

Channelling of direct  
support to SMEs  
(Scaling-up)

Boosting  
internationalisation  
& access to  
global value chains

*Partnership activities of*

- Cluster organisations

---

Channelling of direct  
support to SMEs  
(Scaling-up)

# Impact generation through clusters

1. Industrial transformation
2. Strategic and sustainable interregional collaboration
3. Growth acceleration of SMEs,  
incl. internationalisation, entrepreneurship & upskilling





# For more see

<http://ec.europa.eu/growth/industry/policy/clusters/observatory>

<http://www.clustercollaboration.eu>

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



or the Smart Guide to Cluster Policy, available at  
<http://ec.europa.eu/growth/smes/business-friendly-environment/regional-policies/>



Clusters, Social Economy and Entrepreneurship unit (GROW.F2)

Innovation and Advanced Manufacturing Directorate

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

GROW-F2@ec.europa.eu

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