



An initiative of the European Union

EUCLUSTERS  **TALKS** ★

Special Edition:

Welcome to the Trend Universe



21 June 2023

08:30-09:30 CET

online

#SingleMarket30



Agenda

1. News from the European Cluster Collaboration Platform
Nina Hoppmann, Team Member, European Cluster Collaboration Platform
2. Video: About the Trend Universe
3. Introduction
Jan-Philipp Kramer, Head of EU Services, Prognos; Team Member, European Cluster Collaboration Platform
4. How to use the Trend Universe
Franz Bailom, CEO, in-manas: intelligent management solutions
5. Panel debate
Antonio Novo, Managing Director, Cluster IDiA; President, European Clusters Alliance
Fritz Fahringer, Thematic Platform Digitalisation and Resilient Production, Standortagentur Tirol
Jan-Philipp Kramer, Head of EU Services, Prognos; Team Member, European Cluster Collaboration Platform
Tanja Zegers, Policy Officer, Secretariat-General, European Commission
6. Funding opportunities
Nina Hoppmann, Team Member, European Cluster Collaboration Platform

Housekeeping rules

Zivile Kropaite, presenter

- Please use the **Q&A function to ask questions**, and the **chat function** to comment or share links
- We invite you to **join the debate**: Please **raise your hand** and we will give you the floor.
- Please **unmute yourself** and **activate your camera** when you take the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

Feedback to the EU Clusters Talks

- We are constantly looking for ways to improve our ECCP activities to best suit the needs of our community. As such, we kindly ask for your feedback of your experience as an EU Clusters Talk participant, so that we may tailor and improve the future Talks to best reflect your interests.
- **Share your feedback** until 1 August 2023:
https://ec.europa.eu/eusurvey/runner/EUClustersTalks_June2023

Attendance

* How many EU Clusters Talks have you attended?

- 1-5
- 5-10
- 10-20
- More than 20

* Which topics were of most relevance to you?

What would motivate you to attend more regularly/new EU Clusters Talks?

Topics

From the following topics, which would you like to discuss in upcoming EU Clusters Talks?

- Building resilience
- Digital transition
- Euroclusters
- Green transition
- National cluster programmes
- Networks and synergies (e.g., European Circular Economy Stakeholder Platform, Enterprise Europe Network)
- Re- and upskilling
- Transition Pathways of industrial ecosystems
- Updates on the latest EU policies
- War in Ukraine and collaboration opportunities

The Horizon Results Platform: A Value Proposition

- The [Horizon Results Platform](#) offers **visibility and matchmaking opportunities** to EU R&I funding beneficiaries by enabling them to present visually engaging, information-rich, and dynamic result profiles targeting specific stakeholders.
- To date, there are more than **2,700 Key Exploitable Results** from EU-funded programmes.
- HRP offers various **business opportunities and support services**, e.g.;
 - Expert support services, relative to the business plan development and go-to-market plan
 - Matchmaking services and events to find business and collaboration partners
 - Improved visibility towards desired target audiences via dedicated thematic events



Call for expression of interest to join Industry 5.0 Community of Practice

- Industry 5.0 Community of Practice (CoP 5.0) will bring together a broad range of European innovation ecosystem stakeholders to share good practices and co-create actions to implement Industry 5.0 and its key pillars of **human-centricity, sustainability and resilience** in practice.
- It will facilitate an opportunity for stakeholders to share ideas, foster synergies, and receive **support in transforming traditional business models** into more impactful ones.
- Submission of applications until **31 July 2023**



Survey: Preventing cyber-theft of trade secrets: Awareness raising toolkit for SMEs

- [Survey](#) on behalf of the European Innovation Council and SMEs Executive Agency (EISMEA) to set up **awareness-raising tools** to help EU SMEs and the research community **fight cyber theft**
- The objective of this survey is to identify and assess the effectiveness of existing **good practices** to manage and mitigate the risk of trade secrets cyber-misappropriation, adopted by corporations, associations or service providers in the cybersecurity and IP consulting sectors.
- Your input will be essential to identify the good practices that should be incorporated into the **development of a Toolkit**.



Upcoming Clusters meet Regions events

- These events bring together clusters and policymakers of the EU at the national, regional, and local levels to learn from each other how to better use **clusters to strengthen industrial ecosystems**, serve national/regional economic development and liaise with other regions facing similar transition challenges.
- Burgas, **Bulgaria** – 13-15 September 2023
- Prague, **Czech Republic** – 23-24 October 2023
- Düsseldorf, **Germany** – 8 November 2023
- Iași, **Romania** – 21-23 November 2023



Video: About the Trend Universe

Introduction to the Trend Universe

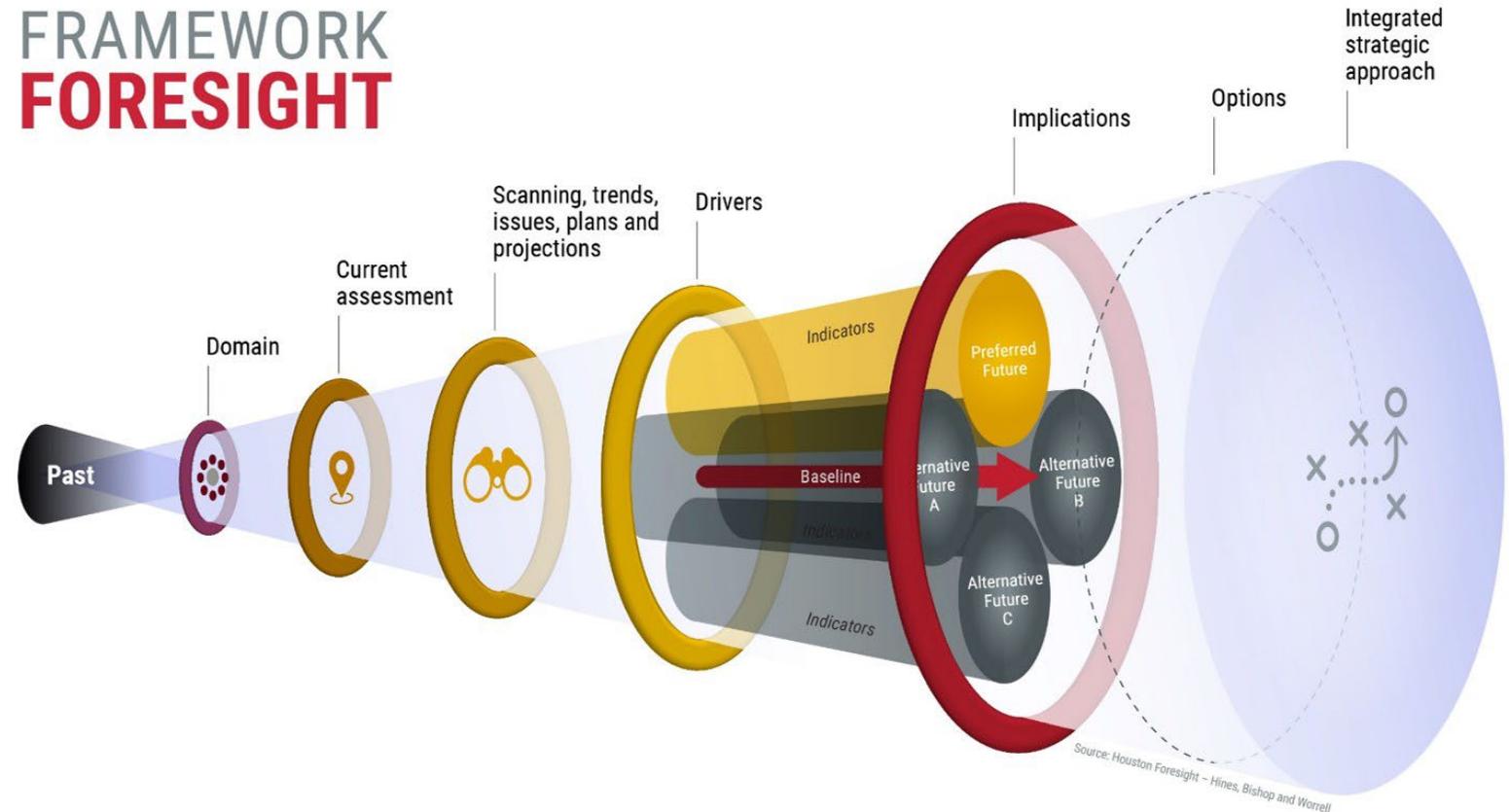
Jan-Philipp Kramer

Head of EU Services, Prognos

Background: Foresight and trend scouting for clusters

- Systematic way to develop a “start-to-finish” future view of a domain
- Empowering explorative and normative visioning to design futures and increase the probability of preferable futures
- Mitigating biased thinking by anchoring on broad future perspective instead of past success or failures

FRAMEWORK FORESIGHT



Become Pro User to benefit from the ECCP Trend Universe

- New profile types have been introduced to the ECCP:
 - **“Standard user”**: filling out all mandatory information asked for in the profile registration process
 - **“Pro User”**: providing not just the mandatory, but also at least 50% of the optional information
- Being Pro User is coupled with the **access to interesting additional functionalities and services** on the ECCP, such as access to the ECCP Trend Universe.





EUROPEAN CLUSTER
COLLABORATION PLATFORM

Any questions?

Let's keep in touch via eccp-trend-universe@clustercollaboration.eu



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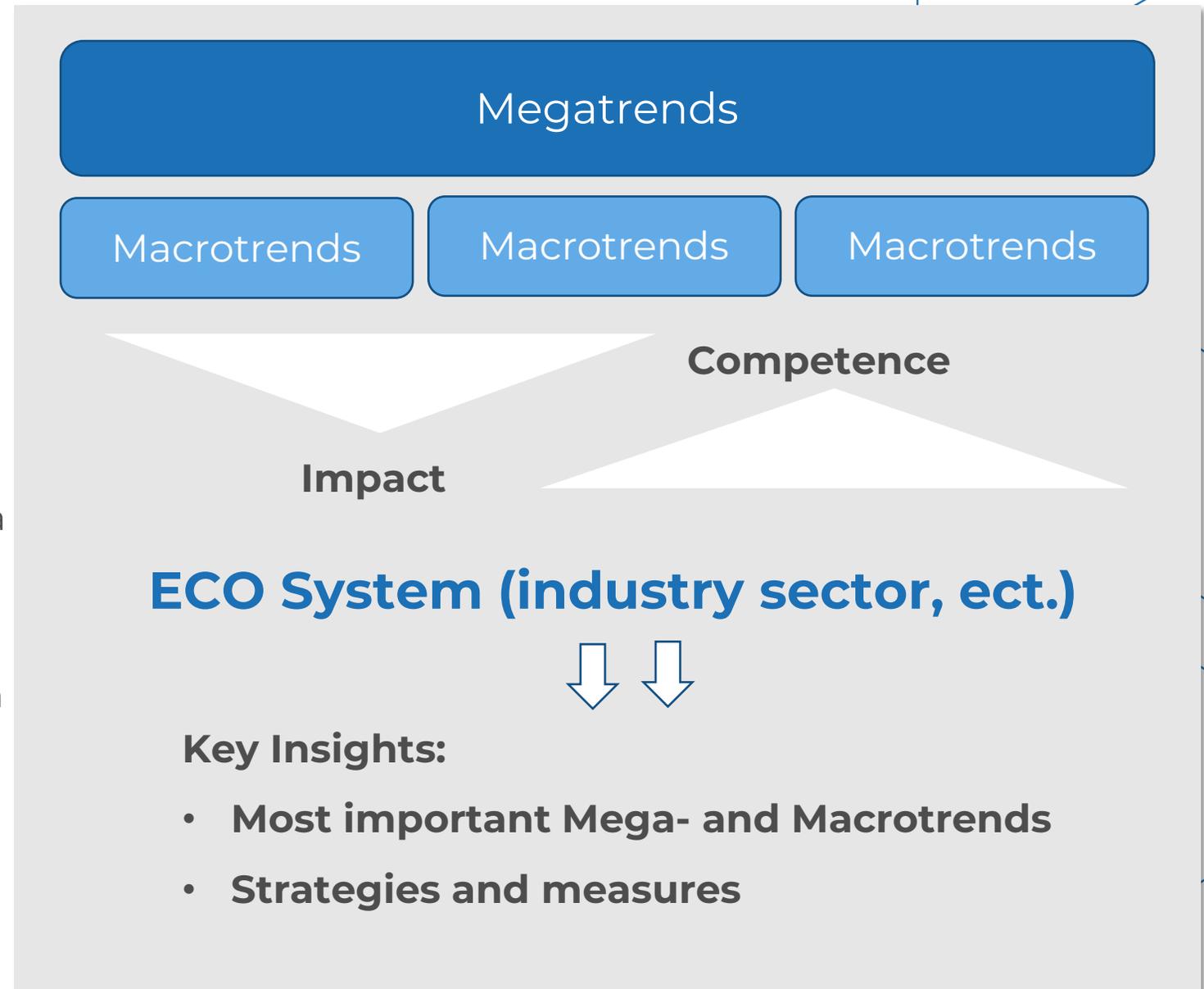
How to use the Trend Universe

Franz Bailom

CEO, in-manas: intelligent management solutions

Foresight logic and structure behind the radars

- The concept of **megatrends** and **macrotrends** is used to create a specific view on each ecosystem
- Key question: Which megatrends and macrotrends have the highest **impact on a company/organization/region?**
- The result of the answered questions is a **picture of the most important trends for each ecosystem** and derived strategies and measures
- There is already a benchmark evaluation included in each radar, the “in-manas benchmark. It is a summary of the evaluations of previous participants to each industry sector



Trendradar for each ecosystem

- At the starting page you will find **all relevant radars** in an overview
- There is one trendradar for **each** of the respective **ecosystems**
- Each trend radar has already an **expert evaluation** included and the possibility to **evaluate** these radars **yourself**.



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EU ECCP Trend Universe MORE INFORMATION SETTINGS COLLAPSE

In the Radars tab, you can see the impact of key future trends on the 14 Industrial Ecosystems. In addition, you have the possibility to evaluate the impact of the trends on your organization, cluster or industry!...

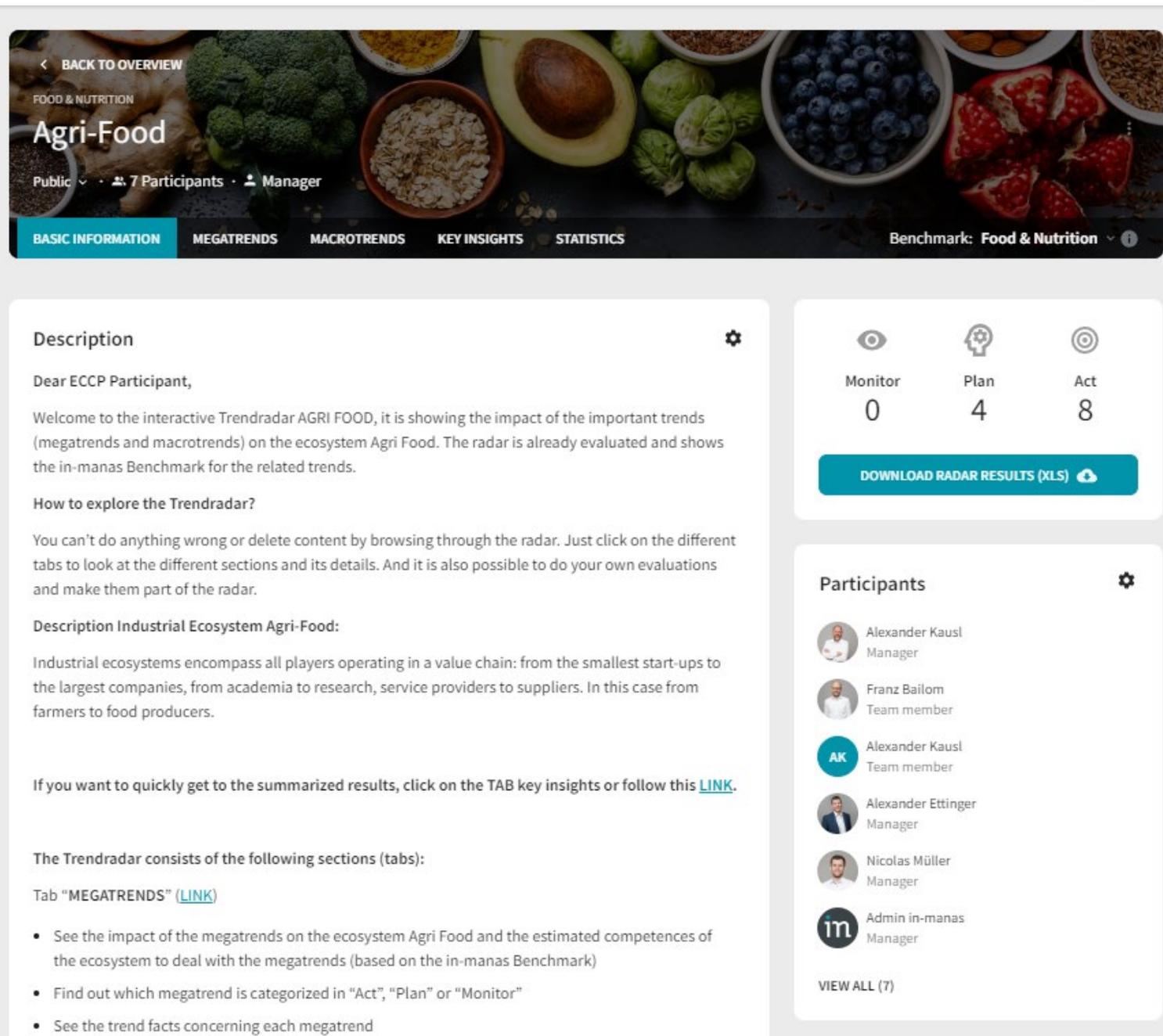
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Trend monitoring MY RADARS

- Textiles** (CONSUMPTION & FMCG) - Created by Admin in-manas • 8 Participants
- Tourism** (TOURISM, LEISURE & WELLNESS) - Created by Admin in-manas • 8 Participants
- Agri-Food** (FOOD & NUTRITION) - Created by Admin in-manas • 7 Participants
- Mobility, Transport & Automotive** (PRODUCTION & MECHATRONICS) - Created by Admin in-manas • 7 Participants
- Health** (PHARMACEUTICAL INDUSTRY & PHARMACEUTICAL PRODUCTS) - Created by Admin in-manas • 6 Participants
- Electronics** (ELECTRICAL INDUSTRY) - Created by Admin in-manas • 8 Participants

Structure of the trendradars

- Open a radar and you will find the following trend radar areas or sections in the menu
 - Basic information (description)
 - Megatrends
 - Macro trends
 - Key insights
 - Statistics



← BACK TO OVERVIEW

FOOD & NUTRITION

Agri-Food

Public · 7 Participants · Manager

BASIC INFORMATION MEGATRENDS MACROTRENDS KEY INSIGHTS STATISTICS

Benchmark: Food & Nutrition

Description

Dear ECCP Participant,

Welcome to the interactive Trendradar AGRI FOOD, it is showing the impact of the important trends (megatrends and macrotrends) on the ecosystem Agri Food. The radar is already evaluated and shows the in-manas Benchmark for the related trends.

How to explore the Trendradar?

You can't do anything wrong or delete content by browsing through the radar. Just click on the different tabs to look at the different sections and its details. And it is also possible to do your own evaluations and make them part of the radar.

Description Industrial Ecosystem Agri-Food:

Industrial ecosystems encompass all players operating in a value chain: from the smallest start-ups to the largest companies, from academia to research, service providers to suppliers. In this case from farmers to food producers.

If you want to quickly get to the summarized results, click on the TAB key insights or follow this [LINK](#).

The Trendradar consists of the following sections (tabs):

Tab "MEGATRENDS" ([LINK](#))

- See the impact of the megatrends on the ecosystem Agri Food and the estimated competences of the ecosystem to deal with the megatrends (based on the in-manas Benchmark)
- Find out which megatrend is categorized in "Act", "Plan" or "Monitor"
- See the trend facts concerning each megatrend

Monitor	Plan	Act
0	4	8

[DOWNLOAD RADAR RESULTS \(XLS\)](#)

Participants

- Alexander Kausl
Manager
- Franz Bailom
Team member
- AK** Alexander Kausl
Team member
- Alexander Ettinger
Manager
- Nicolas Müller
Manager
- m** Admin in-manas
Manager

[VIEW ALL \(7\)](#)



Trendradar: MEGATREND Section

- It shows the **influence of the selected megatrends** on the selected ecosystem (basis: in-manas megatrend set).
- The influence radar is divided into **3 zones** (ACT/PLAN/MONITOR), trends in the center have a strong influence, those at the edge a weak one.
- In the left column you see the megatrends in form of a list, the megatrend highlighted in the radar is marked here in colour.
- The respective sorting (own assessment, benchmark) can be selected in the menu at the top.
- You have the option of showing and hiding the ratings in the radar

[← BACK TO OVERVIEW](#)
 TOURISM, LEISURE & WELLNESS
Tourism
 Public · 8 Participants · Team member [LEAVE](#)

[BASIC INFORMATION](#) | **MEGATRENDS** | [MACROTRENDS](#) | [KEY INSIGHTS](#) | [STATISTICS](#)

Megatrends

Sort by: in-manas Benchmark

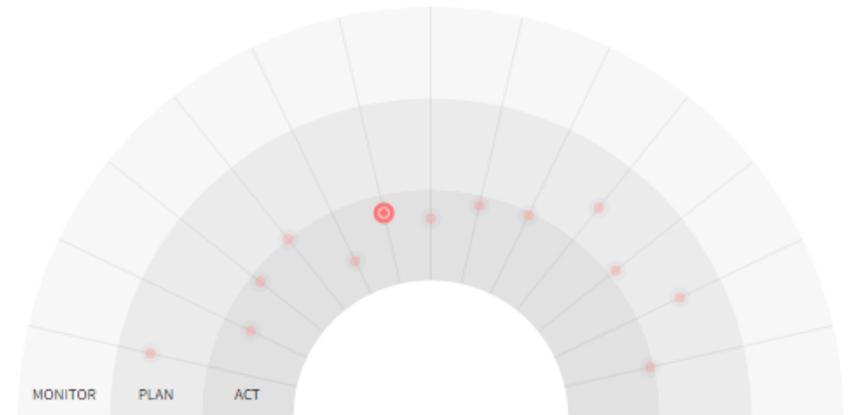
EVALUATE MEGATRENDS

ACT

- Energy, Climate Change & Sustainability
- Connected Life & Social Networks
- Individualisation & Personalisation
- Future Working & Learning Zones**
- Data Technologies
- Instability of Society & Economy
- Medicine, Health & Self-Optimisation
- Virtualisation
- Digitally Connected Products, Offers & ...

PLAN

- New Business Models & Marketing Logics
- Mobility
- Security & Transparency
- Artificial Intelligence



In-Manas Benchmark

1 of 2 views selected

Future Working & Learning Zones

Digitisation enables us to access work and learning content independent of time, location and device, and transforms our working environment into individual workstyles.

TREND FACTS

DETAILS IMPACT

DETAILS COMPETENCE



Trendradar: MACROTREND Section

- The **Macro Trends Section** shows the macro trends associated with each megatrend, the selected macro trend is described in detail
- Below each macro trend are its **evaluation results** and the **button to evaluate** the macro trends.
- The evaluations of the macro trends are divided into
 - Opportunity/risk tendency
 - Competence strength
 - Influence strength
 - Trend maturity



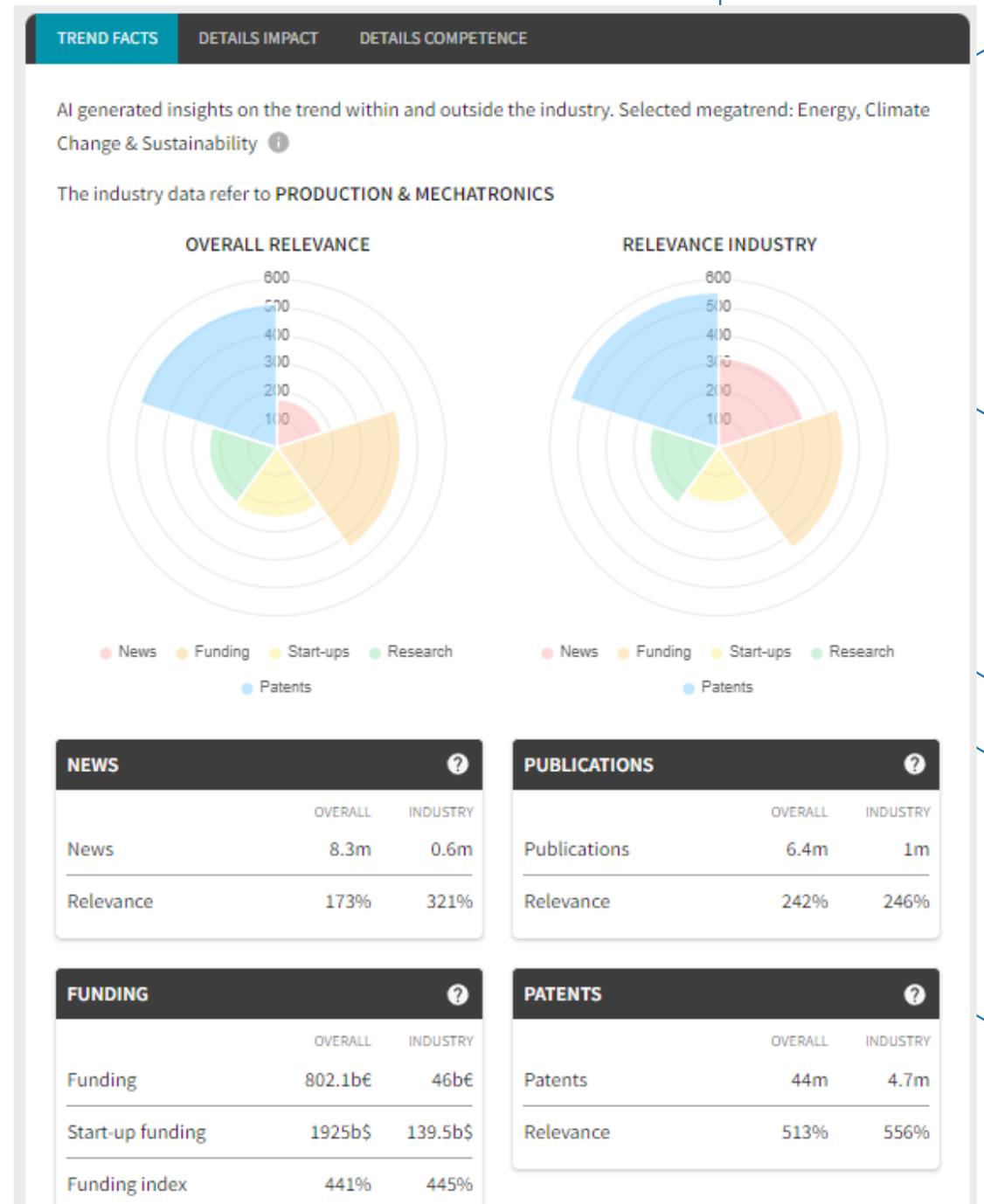
The screenshot displays the 'Tourism' macro trend section within the 'ECCP Trend Universe' application. The interface includes a navigation bar with 'BACK TO OVERVIEW', 'TOURISM, LEISURE & WELLNESS', and 'Tourism'. Below this, it shows 'Public · 8 Participants · Team member' and a 'LEAVE' button. A menu bar contains 'BASIC INFORMATION', 'MEGATRENDS', 'MACROTRENDS' (selected), 'KEY INSIGHTS', and 'STATISTICS'.

The 'Megatrends' section is sorted by 'in-manas Benchmark' and lists several categories under 'ACT' and 'PLAN'. The 'ACT' category is selected, showing 'Energy, Climate Change & Sustainability' as the active macro trend. Other categories include 'Connected Life & Social Networks', 'Individualisation & Personalisation', 'Future Working & Learning Zones', 'Data Technologies', 'Instability of Society & Economy', 'Medicine, Health & Self-Optimisation', 'Virtualisation', and 'Digitally Connected Products, Offers & ...'. The 'PLAN' category includes 'New Business Models & Marketing Logics', 'Mobility', 'Security & Transparency', and 'Artificial Intelligence'.

The 'Specific macro trends to: Energy, Climate Change & Sustainability' section shows four macro trends, all marked as 'Not yet evaluated': 'Climate Change', 'Energy Efficiency', 'Sustainable Products & Et...', and 'Zero Waste & Circular Eco...'. A 'CLIMATE CHANGE' section provides a detailed description: 'Global warming, which is mainly caused by humans, is an example of very rapid climate change. The associated negative impacts will affect all facets of human life and economic activity. More and more people, nations, and institutions are therefore committed to initiatives to reduce greenhouse gas emissions.' Below this, there is a 'Results' section with '1 of 2 views selected' and an 'EVALUATE MACROTRENDS' button. A 'Characteristic' section features a risk scale from 'huge risk' to 'big chance', with 'in-manas Benchmark -25' positioned between 'modest risk' and 'neutral'. A 'Competences' section shows 'in-manas Benchmark -42'.

Trendradar: TRENDFACTS to each trend

- Below the Megatrend- and the Macrotrend section you find a menu with **Trendfacts**
- These are **current facts** on the respective mega- or macrotrend (number of news and publications, research, funding, number of patents)
- They give you an indication about the “activity level” of each trend



Trendradar: KEY-INSIGHTS (I)

- Under “Key insights” and the tab “Conclusions” you will find strategic core findings and conclusions based on the assessments in the Trendradar.
- The derived strategic recommendations (in the form of norm strategies and measures) are the result from the assessments of trends and competences in the respective trend field.



The screenshot displays the 'Key insights/conclusions' page for the 'Mobility, Transport & Automotive' trend radar. The page is part of the 'PRODUCTION & MECHATRONICS' cluster and is currently set to 'Public' with 7 participants. A navigation bar at the top includes 'BASIC INFORMATION', 'MEGATRENDS', 'MACROTRENDS', 'KEY INSIGHTS' (the active tab), and 'STATISTICS'. The main content area is titled 'Key insights/conclusions' and has two sub-tabs: 'OWN INSIGHTS' and 'CONCLUSIONS'. The 'CONCLUSIONS' sub-tab is active, showing a section for 'Final key insights and conclusions'. Below this, there is a detailed text block explaining the purpose of the key insights and conclusions. Further down, the 'Strategies and measures for the key trends' section is visible, which is divided into two columns: 'MOST IMPORTANT MEGATRENDS' and 'MOST SIGNIFICANT MACROTRENDS'. Each column lists trends with corresponding competency gap indicators (e.g., 'GAME CHANGER COMPETENCIES', 'SIGNIFICANT COMPETENCE GAP', 'SUCCESS-CRITICAL COMPETENCE GAP') and a 'DETAILS' icon for further information.

Trendradar: KEY-INSIGHTS (II)

- Below the derived strategic recommendations (in the form of norm strategies and measures) is the **trend portfolio**.
- The particularly relevant mega and macro trends are shown here in a **matrix** with the axes influence and competence.
- Clicking on an individual trend displays a description of the trend facts and norm strategy.



Panel debate

Antonio Novo, Managing Director, Cluster IDiA; President, European Clusters Alliance

Fritz Fahringer, Thematic Platform Digitalisation and Resilient Production, Standortagentur Tirol

Jan-Philipp Kramer, Head of EU Services, Prognos; Team Member ECCP

Tanja Zegers, Policy Officer, Secretariat-General, European Commission

FUNDING OPPORTUNITIES

Innovation Fund Small Scale Projects

- The following activities can be funded under this topic:
 - Activities that support innovation in **low-carbon technologies and processes**, including environmentally safe carbon capture and utilisation (CCU) that contributes substantially to mitigating climate change, as well as products substituting carbon-intensive ones produced in sectors listed in Annex I to the EU ETS Directive
 - Activities that help stimulate the construction and operation of projects that aim at the **environmentally safe capture and geological storage of CO₂** (CCS)
 - Activities that help stimulate the construction and operation of **innovative renewable energy and energy storage technologies**
- Deadline: 19 September 2023
- InnovFund-LS INNOVFUND Lump Sum Grants;
TOPIC-ID: InnovFund-2022-SSC
- Published on [Funding & Tenders Portal](#)

Beyond the horizon: A human-friendly deployment of artificial intelligence and related technologies

- Projects should contribute to all of the following expected outcomes:
 - Understanding and awareness raising about **successful existing deployment of AI and the impact** they have on European economy and society, providing a reality check of capabilities/benefits, but also limitations of current AI solutions, and how the latter are currently addressed.
 - On the basis of lessons from successful deployment, analysis of the implementation of the **ethics principles** for trustworthy AI.
 - Structurally enhanced capacities to **foresee, evaluate and manage the future and longer term opportunities and challenges** associated with artificial intelligence and related technologies.
 - Well founded and prioritised **recommendations** for European policy
- Foreseen opening date of the call: 4 October 2023
- HORIZON-RIA HORIZON Research and Innovation Actions;
TOPIC-ID: HORIZON-CL2-2024-TRANSFORMATIONS-01-06
- Published on [Funding & Tenders Portal](#)

Industrial leadership in AI, Data and Robotics boosting competitiveness and the green transition (AI Data and Robotics Partnership)

- Projects should contribute to all of the following expected outcomes:
 - The creation of systems to address large scale **challenges using combined robotics data and AI solutions** that have significant impact on the objectives of the Green Deal
 - The creation of systems to address large scale **resource optimisation challenges** using combined AI and Data solutions, that have significant impact on the objectives of the Green Deal, such as optimisation of any kind of resources, from production to use along the complete value chain in order to minimise waste or foster the reuse of resources or in using AI and data solutions to maximize energy efficiency, ensuring energy security.
- Foreseen opening date of the call: 15 November 2023
- HORIZON-RIA HORIZON Research and Innovation Actions;
TOPIC-ID: HORIZON-CL4-2024-DIGITAL-EMERGING-01-04
- Published on [Funding & Tenders Portal](#)

Opportunities for SMEs: Calls from Euroclusters

- AEC EUROCLUSTER: Project innovation, Technology Adoption, and Training for **SMEs from architecture, engineering and construction**; deadline 30 June 2023
- AEC EUROCLUSTER: **Internationalisation** support to establish business relations with non-EU partners for **SMEs from architecture, engineering and construction**; multiple cut-offs; first deadline 30 August 2023
- AIBC EUROCLUSTER: Call for participating in **international events** related to **Artificial Intelligence & Blockchain** technologies; deadline 5 September 2023
- AIBC EUROCLUSTER: **Training** in Artificial Intelligence & Blockchain for SMEs from the **manufacturing, mobility, logistics and energy sectors**; deadline 5 September
- AIBC EUROCLUSTER: Call for projects for piloting and/or demonstrating **new or improved digital and environmentally friendly products** and services that use **Artificial Intelligence and/or Blockchain**; deadline 5 September
- B-Resilient: Support for Business and continuity plan, innovation, or internationalisation for SMEs SMEs intending to optimise their use of **biomass** via digital and sustainable tool solutions; deadline 1 July 2023
- BioMan4B2: Business transformation, support for travel to explore markets in other countries, and resilience plans for SMEs in **life sciences** and **medical technologies** sector; deadline 2 July 2023
- CirclnWater: Lump sums to access training or consultancy services for **water-smart solutions**, especially for the agrifood & energy-intensive industries; deadline 2 October 2023

Opportunities for SMEs: Calls from Euroclusters

- FRIEND CCI: Call for **providers** offering solutions in **digitalisation, greening, and internationalisation** to collaborate with **Creative and Cultural** SMEs for the realization of funded projects; deadline 1 August 2025
- GEMSTONE: Financial support for training related to **Green Manufacturing**; deadline 31 December 2024
- INGENIOUS: **Innovation** grants for SMEs operated in **energy intensive industry** towards green and digital transition and resilience; deadline 31 July
- INGENIOUS: **Internationalisation** grants SMEs operated in **energy intensive industry** for business opportunities in Africa, Asia, North America and Latin America; deadline 30 September 2023
- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025
- METASTARS: Call for **innovation services** for green technology development, digitalisation, upskilling and reskilling, internationalisation, and information security systems for SMEs from the **aeronautics, space, defence and ICT sectors**; deadline 31 December 2023
- RE-CENTRE: Financial support for SMEs from **furniture and living sector, IT sector, and green/circular economy** sector in the development of **innovation** projects and new business models; deadline 27 June 2023
- RESIST: **Networking and Marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- **All calls here:** <https://clustercollaboration.eu/open-calls>

Continue the dialogue...



<https://www.linkedin.com/groups/9274710/>

Register for the next Talks

28 June 2023 Keeping up with the Euroclusters: Achievements and lessons learned

12 July 2023 30 years and counting: Clustering in the EU Single Market

Summer break

Back on **6 September 2023**

Register on the European Cluster Collaboration Platform!

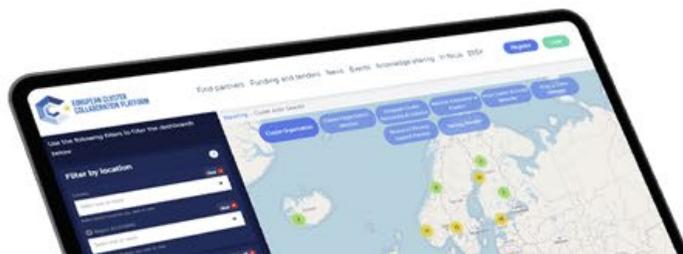
<https://clustercollaboration.eu/>

Strengthening the European economy through collaboration



The European online hub for industry clusters

Strengthening the European economy through collaboration



Find partners per country, region, sector or industrial ecosystem

EUCLUSTERS

THANK YOU

