

EUCLUSTERS TALKS ★

Impact Insights: Measuring and Optimising Cluster Performance

18 September 2024

08:30-09:45 CET

Online

Agenda

1. News from the European Cluster Collaboration Platform
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform
2. Presentation of the European Commission
Maurits Pino, Senior Expert, DG GROW, European Commission
3. Panel debate
Dr. James Wilson, Research Director, Orkestra – Basque Institute of Competitiveness Teaching Faculty, Deusto Business School
Dr. Gerd Meier zu Köcker, Executive Director, RegioClusterAgentur Baden-Württemberg
Kristiina Jokelainen, CEO, SmartNorth, Ltd.
Gabriela Macoveiu, Director Communication, Innovation and External Cooperation, ADR North East Regional Development Agency
4. Funding opportunities
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform

Housekeeping rules

Zivile Kropaite, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links.
- If you want to speak: Please **raise your hand** and we will give you 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

Apply for the next Cluster Booster Academy

The [Academy](#) will involve up to **50 participants** and will run for **5 days** in a hybrid format including an individual coaching session in between:

3 days of online training sessions:

6 November: from 10 AM to 2 PM CET

11 November: from 10 AM to 2 PM CET

15 November: from 10 AM to 2 PM CET

DEADLINE: 17 October 2024

1 coaching session to be scheduled individually

2 days of in-person training sessions: 3-4 March 2025, hosted at the Warsaw University of Technology

1. Provide **learning opportunities for cluster managers** to further develop their skills
2. Meet the needs of European cluster management teams in their **daily work**
3. Offer cluster management teams the chance to **learn from each other's experiences**
4. Provide the opportunity to co-shape **new European value chains**
5. Support cluster management teams and stakeholders in understanding and **contributing to the European policies and programmes**
6. Help in **developing better policy related to clusters**
7. Improve the **skills of clusters' staff** thanks to a “train the trainers” approach by disseminating their knowledge further



Save the date for the upcoming Clusters meet Regions!

We invite you to join our “Clusters meet Regions” – transnational events that bring together **clusters and policymakers** at the local, regional, and national levels, with the aim of strengthening the industrial ecosystem in a selected host region.

The events facilitate the **implementation of good practices** where clusters play an active role in regional economies and are drivers for economic transition, and to create and promote **collaboration** between clusters and regional stakeholders for the industrial development of the regions.



The poster features a dark blue background with a stylized map of Europe on the right, where several regions are highlighted in yellow. On the left, the text 'CLUSTERS MEET REGIONS' is displayed in white, with 'COMING UP THIS YEAR 2024' in a blue box below it. A list of four events follows, each with a circular flag icon, the location name, and the dates. At the bottom right, a green circular icon with a white 'C' is followed by the text 'includes a Matchmaking Event'.

CLUSTERS MEET REGIONS
COMING UP THIS YEAR 2024

-  **Chişinău, Moldova**
10-11 October 2024
-  **Palma de Mallorca, Spain**
24-25 October 2024
-  **Heilbronn, Germany**
13-14 November 2024
-  **Charleroi, Belgium**
27-28 November 2024

 includes a Matchmaking Event

How has STEP initiative fueled your Cluster Organization? Give us your feedback!

Have you applied for EU funding or looked into available EU funding opportunities lately? The **European Commission wants to hear** about your experiences to help improve access to these funds. We invite you to share your insights through this brief survey: [EU Funding Research](#).

Tell the European Commission' about any challenges you faced, what factors influence your decision to submit a proposal, and how we can better support you. **Your feedback is crucial** in making the funding process smoother and more effective. We appreciate your input!



Introduction from the European Commission

Maurits PINO

Senior Expert, DG GROW, European Commission

2024 ASMCR
KPIs and more

9 drivers

- 2023 Communication “Long-term competitiveness of the EU: looking beyond 2030”
- 2024 Annual Single Market and Competitiveness Report



2024 Annual Single Market and Competitiveness Report

- 1) the report
- 1a) with KPIs

And with in addition

- SM scoreboard
- First annual report on key findings from the European Monitor of Industrial Ecosystems (EMI) Accompanying “The 2024 Annual Single Market and Competitiveness Report”
- Annex 1: Overview of key performance indicators (KPIs) on long-term competitiveness
- Annex 2: Key policy achievements
- Single Market enforcement action plan
- Industrial Strategy
- SME Strategy
- Annex 3: SME Relief Package
- Annex 4: The Single Market at 30
- Annex 5: Overview of resilience measures of key international partners

Summarising EU competitiveness PROGRESS: drivers & KPIs

KPI 9: Electricity prices for non- household consumers

Electricity prices have somewhat come down since 2023H1

KPI 4: Venture capital investments as share of GDP

KPI 6: R&D expenditure as a percentage of GDP

Candidate KPI 15a: Average test scores for 15-year-olds (PISA)

Candidate KPI 16a: Exports of goods and services as a share of the rest of the world imports

KPI 5: Public investment as share of GDP

KPI 7: Number of patent applications per million inhabitants

KPI 10: Circular material use rate

KPI 12: Digital technologies adoption by companies

KPI 13: Adult participation in education and training every year

KPI 1: Integration in the Single Market

KPI 2: Conformity deficit (incorrectly transposed directives)

KPI 3: Private investment as a share of GDP

KPI 8: Share of energy from renewable sources

KPI 11: Digital intensity in SMEs

KPI 14: Adult employment rate

KPI 15: ICT specialists

KPI 16: Trade with the rest of the world (as share of GDP)

KPI 17: Ease of regulatory compliance (Burden of government regulation)

LEGEND:

- Green signals improving performance over the last 2 years for which data is available
- Red signals worsening over the last 2 years for which data is available
- Yellow indicates stability
- Grey means no data is available to measure progress



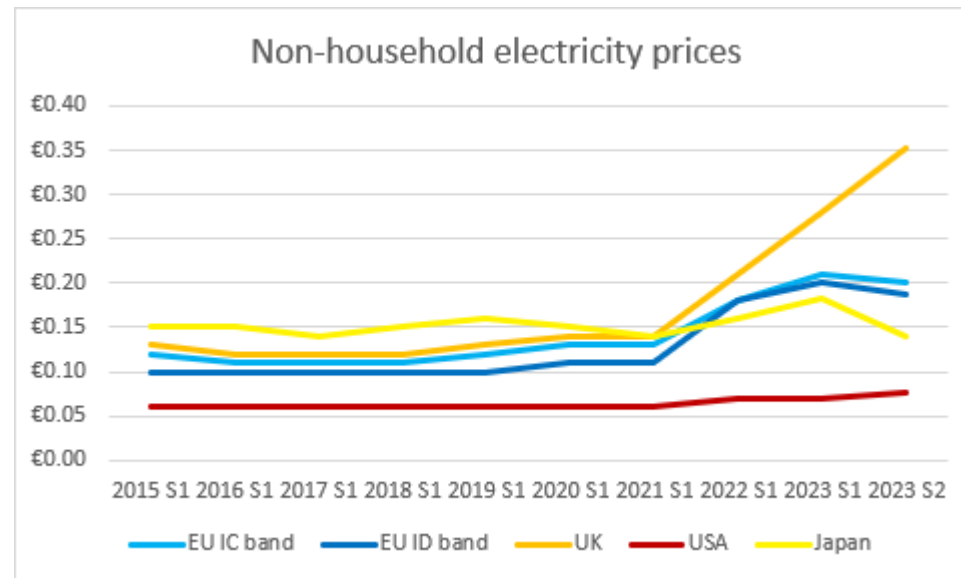
Summarising EU competitiveness PROGRESS: drivers & KPIs

Functioning Single Market	Integration in the Single Market
	Conformity deficit in EU law transposition
Access to private capital and investment	Private investment (% of GDP)
	Venture capital investment
Public investment and infrastructure	Public investment (% GDP)
Research and Innovation	R&D intensity (% of GDP)
	Number of patent applications
Energy	Share of energy from renewable sources
	Electricity prices for non-household consumers
Circularity	Circular material use rate
Digitalisation	SMEs with basic level of digital intensity
	Digital technologies adoption by companies
Education and skills	Adult participation in education and training
	Adult employment rate
	Reading, maths and science skills of 15-year olds (PISA)
	ICT specialists
Trade and open strategic autonomy	Trade with the rest of the world (% of EU GDP)
	EU exports: share of rest of the world imports
Regulatory burden	Ease of regulatory compliance

LEGEND:

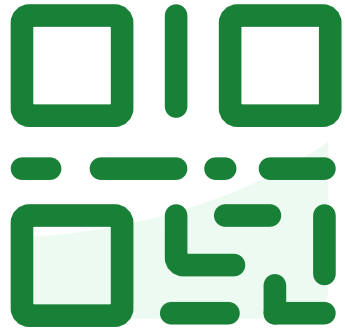
- **Green** signals improving performance over the last 2 years for which data is available
- **Red** signals worsening over the last 2 years for which data is available
- **Yellow** indicates stability
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- These are the 19 KPIs (17 plus two candidates) of the 2024 ASMCR that try to provide a quantified picture of the nine competitiveness driver of the long-term competitiveness Communication and the 2024 ASMCR.
- While it is too early to establish stable trends for all the indicators, the report notes that 9 KPIs have improved, against 5 that have disimproved; 3 are stable, and 2 do not yet have new data. Notably:
 - There are improvements in the area of the Single Market, private capital, renewable energy, SME's digitalisation and availability of ICT skills, as well as adult employment rate, the share of trade over GDP and the ease of regulatory compliance.
 - There is stable performance In relation to public investment, patents applications and circular economy.
 - And some worsening of the situation as to availability of venture capital, the share of R&D investment over GDP, energy prices, the level of skills reached by 15-year-olds in our education systems and the share of the EU exports over the rest of the world imports.
- Of course some of these KPIs may change in opposite directions fast from year to year (e.g. electricity prices) , so wherever possible the report also takes into account longer trends.
- In fact, non-household electricity prices have improved somewhat since the publication of ASMCR. Prices have come down from 21 cts to 20 cts and from 20 cts to 19 cts (for resp. medium and large-sized users) per KWh from the first to the second half of 2023.
- These prices remain three times as high as those in the US – no data for China (Japan similar to ours, UK much higher)



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What type of metrics do you find most valuable for assessing cluster performance?

① Start presenting to display the poll results on this slide.

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What best practice in cluster performance measurement has proven most effective in your experience?

① Start presenting to display the poll results on this slide.



Which challenges do you find when measuring cluster impact?

① Start presenting to display the poll results on this slide.

Panel debate

Dr. James Wilson, Research Director, Orkestra – Basque Institute of Competitiveness Teaching Faculty, Deusto Business School

Dr. Gerd Meier zu Köcker, Executive Director, RegioClusterAgentur Baden-Württemberg

Kristiina Jokelainen, CEO, SmartNorth Ltd.

Gabriela Macoveiu, Director Communication, Innovation and External Cooperation, ADR North East Regional Development Agency

FUNDING OPPORTUNITIES

Experimentation and exchange of good practices for value creation

- Projects are expected to contribute to the following outcome:
 - **Value creation and transfer to the economy and society** by increased interlinkages and cooperation between knowledge valorisation actors (academia/research; industry/SMEs; public administration/policy-makers and society/citizens);
 - **New solutions to societal and economic challenges** by stronger uptake and deployment of research results, including through the involvement of citizens and civil society;
 - **Improvements of structures, strategies, practices and skills for knowledge valorisation** through sustainable reforms and new initiatives in line with the ERA Policy Agenda action 7 – Upgrade EU guidance for a better knowledge valorisation
- Topic ID: HORIZON-WIDERA-2024-ERA-02-01; HORIZON Action Grant Budget-Based
- Deadline: 25 September 2024
- Published on [EU Funding & Tenders Portal](#)

Teaming for Excellence

- Projects are expected to contribute to the following outcomes:
 - **Increased scientific compatibilities of the** coordinating institution and the host country enabling the coordinator and other potential entities from that country to successfully apply for competitive funding in the EU and globally;
 - **Improved the R&I culture** through centres of excellence as lighthouses and role models;
 - **Stimulus** for institutional and systemic reforms and R&I investments at national level
 - **Strengthened and mutually benefitting collaboration** with partners from leading scientific institutions from abroad
 - Developed and enhanced **research and innovation capacities** and the uptake of advanced technologies;
 - Contribution to the **achievement of the specific objectives** of the supporting national/regional/EU programme as complementary funding
 - Enhanced **innovation and integration** of planned processes, services and products of the centre
 - Enhanced **co-operation and synergies** with other European projects
- Topic ID: HORIZON-WIDERA-2025-ACCESS-01-01-two-stage, HORIZON Action Grant Budget-Based
- Planned opening date: 3 December 2024 Deadline dates: 10 April 2025, 20 January 2026
- Published on [EU Funding & Tenders Portal](#)

Accelerating uptake through open proposals for advanced SME innovation

- Projects 'results are expected to contribute to some or all of the following outcomes:
 - **Development of a mature technological** solution addressing EU security policy priorities in the areas addressed by the Cluster 3 work programme;
 - Facilitated **access to civil security market** for small innovators;
 - **Improved cooperation** between public buyers and small supply market actors for a swifter uptake of innovation in response to short to mid-term needs;
 - **Stronger partnerships** between small and medium EU security industry and technology actors to ensure the sustainability of the EU innovation capacity in the civil security domain and reduce technological dependencies from non-EU suppliers in critical security areas
- Topic ID: HORIZON-CL3-2024-SSRI-01-02, HORIZON Lump Sum Grant [HORIZON-AG-LS]
- Deadline: 20 November 2024
- Published on [EU Funding & Tenders Portal](#)

Zero-pollution cities

- Projects are expected to contribute to the following outcome:
 - **Improved methods** for assessing pollution exposure (air, water, soil, noise) and their health impacts at the local/regional level;
 - **Better assessment of pollution exposure** for vulnerable groups, including those affected by socio-economic factors, to inform more targeted health impact assessments;
 - Enhanced understanding of behavioral economics, psychology, and organizational behavior, to design **more effective measures** for reducing pollution in urban areas;
 - **Comparative analysis** of successful pollution reduction strategies at the local level, identifying key factors for success and potential replication in other areas
- Topic ID: HORIZON-RIA HORIZON Research and Innovation Actions
- Deadline: 11 February 2025
- Published on [EU Funding & Tenders Portal](#)

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: **Internationalisation** grant for SMEs operating in **energy-intensive industries** to develop activities related to Africa, Asia, North America and Latin America; deadline 30 September 2024
- 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
- RESIST: **Coaching and mentoring** for assessment and feasibility services; deadline 1 November 2024
- RESIST: **Training** FSTP for SMEs in the **Automotive – Mobility – Transport** ecosystem; deadline 30 November 2024
- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024

Opportunities for SMEs: Calls from Euroclusters

- xBUILD-EU 2nd call for proposals for **Innovate, Global and Digital Green** grants to make SMEs more resilient against value chain disruptions, deadline 2 October 2024.
- SILEO 3rd call for Expression of Interest for the SILEO Pool of Technology Uptake **Facilitators**, deadline 11 October 2024.
- SILEO 2nd Open Call for Advanced Technology Uptake Projects from SMEs operating in the lighting and furniture industry, deadline 25 October 2024.
- **All calls here:** <https://clustercollaboration.eu/open-calls>

Continue the discussion



<https://www.linkedin.com/groups/9503062/>

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THANK YOU

