



Enterprise and Industry

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and Emerging Industries"

**The role of cluster
organisations in supporting
emerging industries via
cross-sectorial innovation**

ECIA PLP meeting – Milano, 8 November 2013



Plan of presentation

1. Development of **emerging industries**: new or changing value chains through cross-sectoral innovation
2. **Role of Clusters** as engines of industrial diversification and cross-sectoral fertilisation
3. **European partnerships** needed to boost economic growth and address societal challenges
→ near-market cluster-led demonstrators





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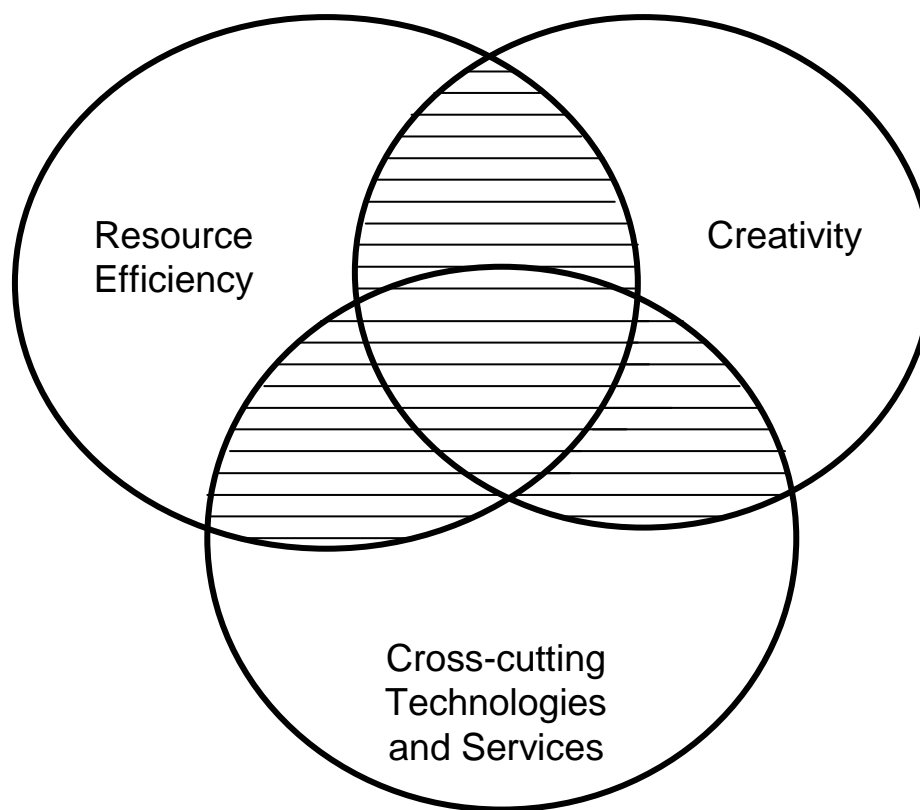
Mannheim 17 April 2013

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Building upon the transformative power of key drivers for emerging industries



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.

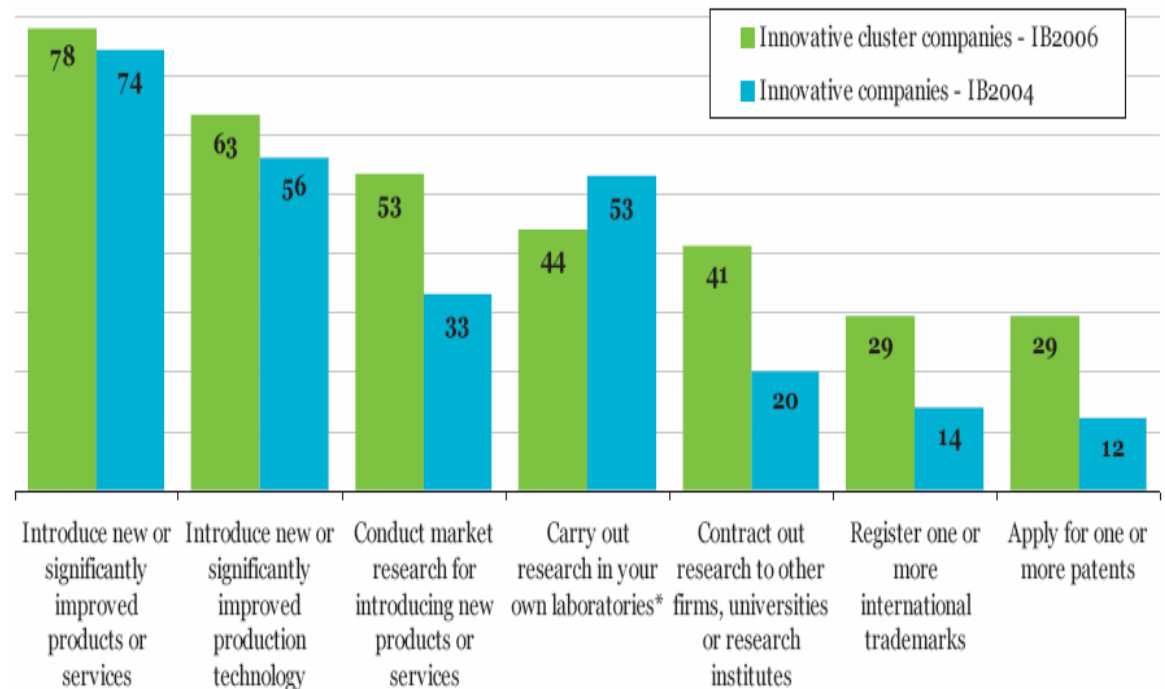


Why clusters? SMEs are more innovative!

Cluster firms ...

- are more innovative than non-cluster firms
- register more trademarks and apply for more patents
- cooperate more

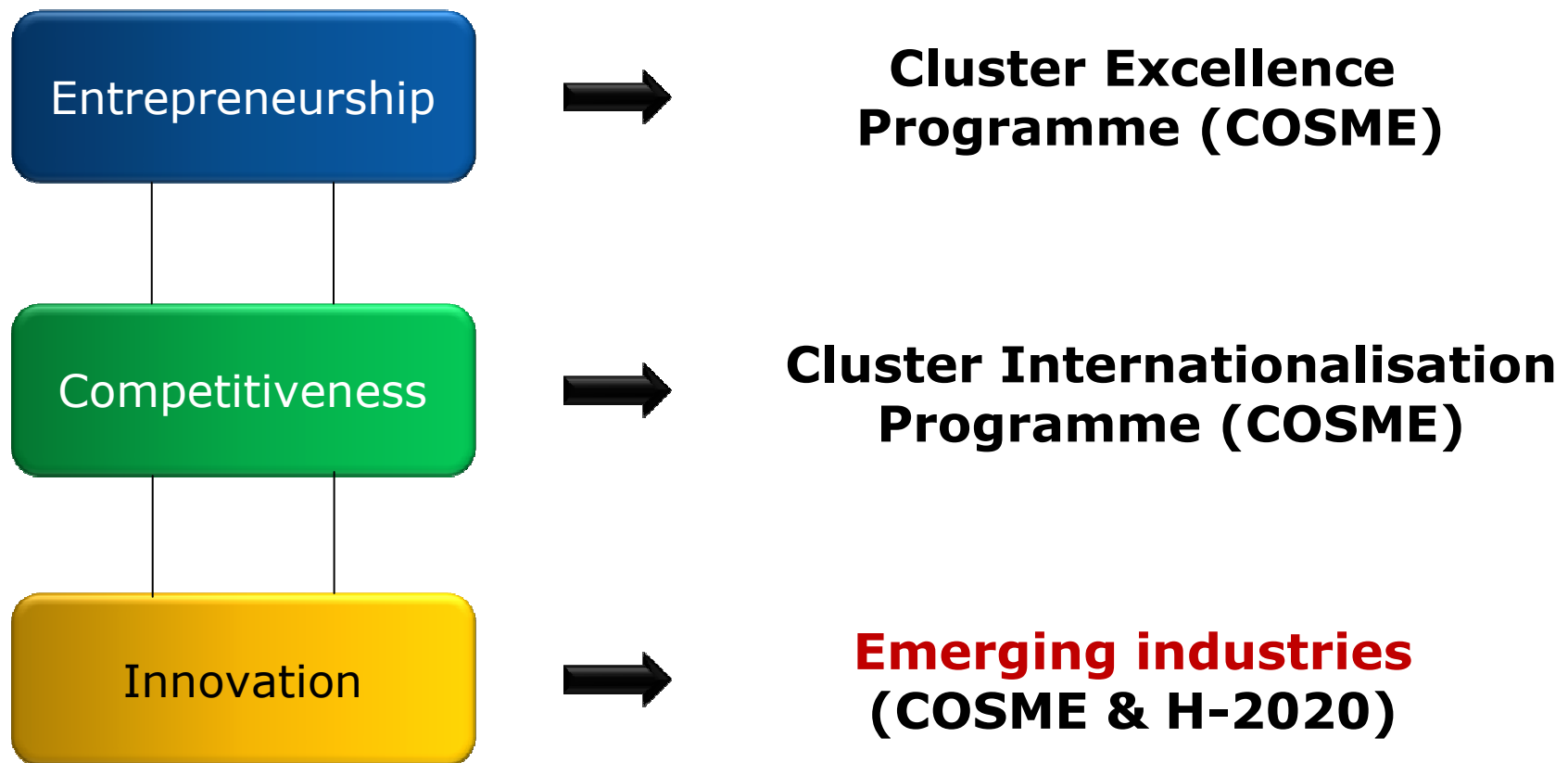
Innovation is higher in clusters than elsewhere (a comparison with IB 2004)



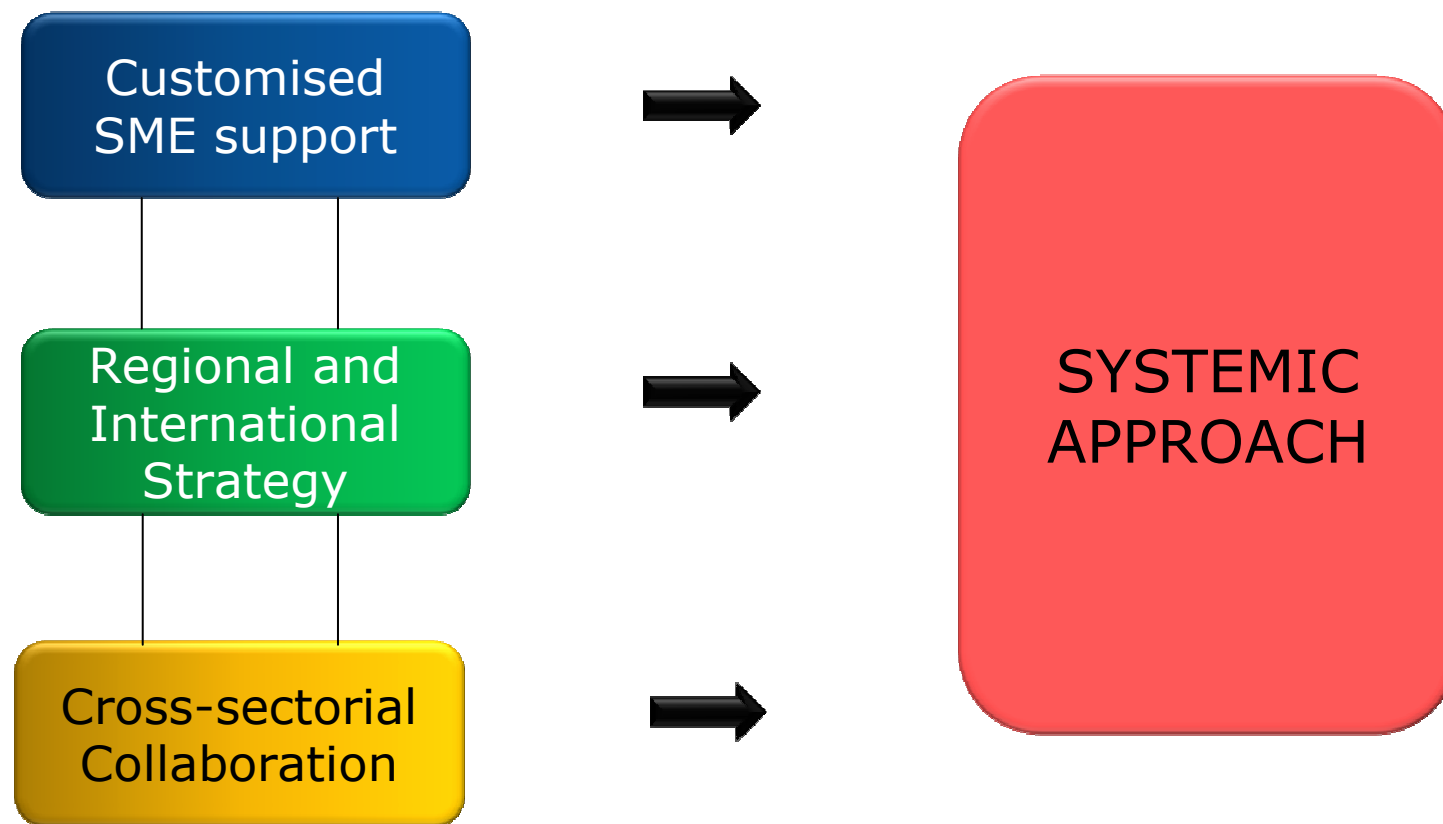
Source: European Commission 2006 Innobarometer on clusters' role in facilitating innovation in Europe and 2008 Staff Working Document on the concept of clusters and cluster policies and their role for competitiveness and innovation: Main statistical results and lessons learned. See <http://ec.europa.eu/enterprise/policies/innovation/policy/clusters>



EC support for SME Clusters



What role for cluster organizations?





What role for cluster organisations?

- Provide entrepreneurial support to SMEs (e.g. coaching, vouchers, benchmarking)
- Act as cross-border bridge-builders (regional integration and international strategy)
- Act as catalyst for cross-sectorial collaborative projects
- Clusters create a favourable open space to promote value chain innovation via a systemic approach





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Nurturing emerging industries



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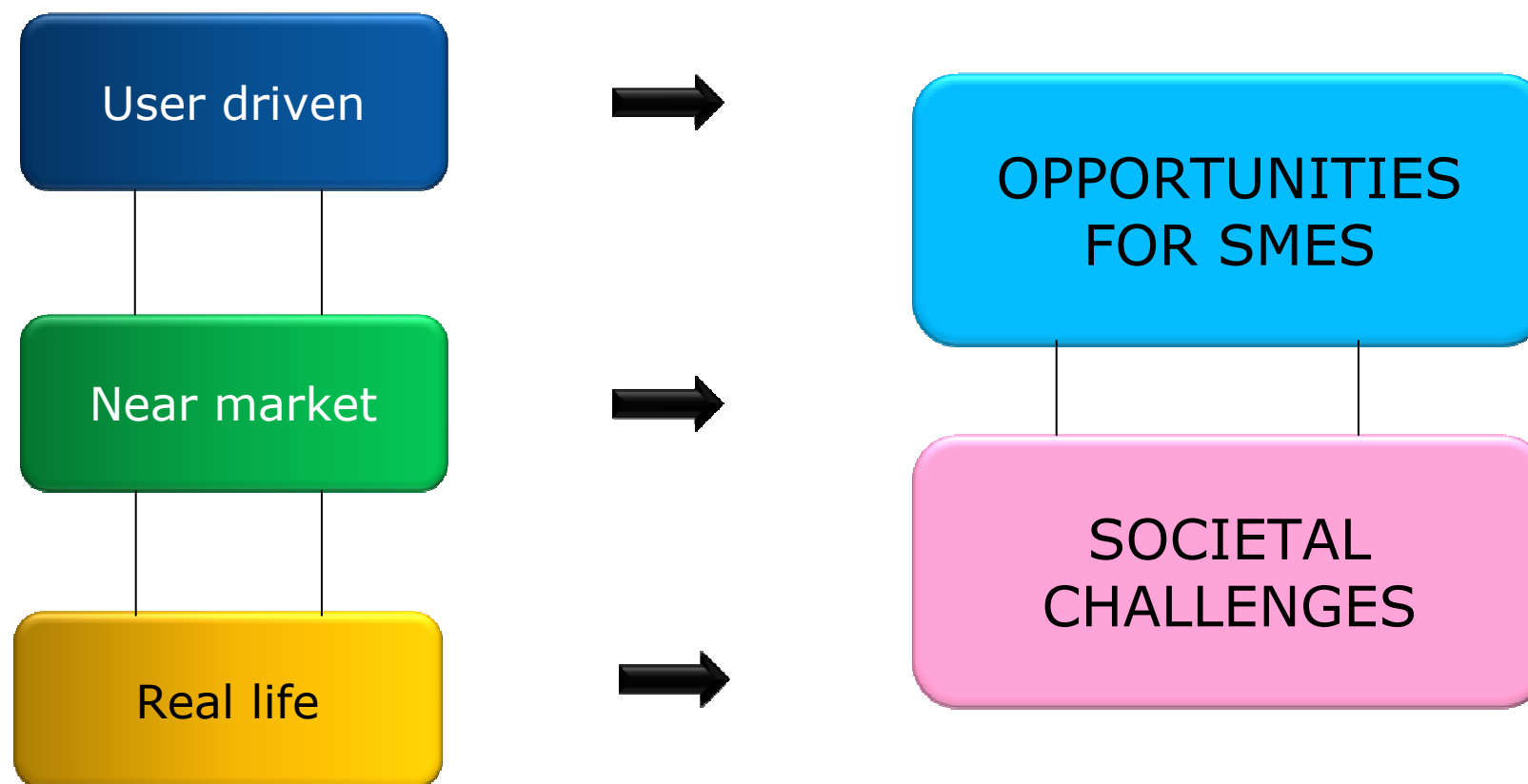
Near-market demonstrators

*A powerful means for **de-risking the development and scale-up of novel service systems, encouraging engagement with stakeholders and users ...***

- identifying clusters of expertise and opportunities for **partnerships***
- working back from user-needs to **solutions***
- moving from small-scale prototypes to **larger-scale***



Near-market cluster-led demonstrators





Near-market cluster-led demonstrators

- *Bringing together all relevant players (public and private), following a user-driven approach*
- *Testing a range of technological and service concept solutions under near-market conditions*
- *Moving from small-scale pilot projects to large-scale actions in real-life*
- *Creating entrepreneurial opportunities for SMEs*
- *Exploiting the transformative power of innovation to address societal challenges or specific problems*



Ideas for an EU approach to SME clusters

Creation of a platform to facilitate actions engaging world-class SME clusters towards the demonstration of new cross-regional and cross-sectoral value chains (emerging industries):

a. Regional policy platform for a coordinated orientation of clusters towards cross-sectorial innovation ("smart specialisation")

b. Near-market demonstrators to test and validate new value chains and business models in real-life conditions

c. Internationalisation strategy for clusters/SMEs (European Strategic Cluster Partnerships)



Conclusions

- Supporting **cross-sectoral collaboration** to unlock innovation and growth potential
- Using **cluster organisations** (and regional policies) to facilitate structural change and innovation
- Near-market **demonstrators** to test new value chains and give rise to emerging industries





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European Cluster Observatory "Emerging Industries" report

<http://www.clusterobservatory.eu/system/modules/com.gridnine.opencms.modules.eco/providers/getpdf.jsp?uid=b20af4e5-581d-4462-a3eb-d178e4754011>

European Cluster Collaboration Platform

<http://clustercollaboration.eu>

Expert Panel on Service Innovation in the EU (2011) final report

www.europe-innova.eu/web/guest/innovation-in-services/expert-panel/publications

Smart Guide to Service Innovation

http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.4_service_innovation_en.pdf



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ANNEX

Further possible slides



SME support in COSME / H-2020

Entrepreneurship



- **Erasmus for young entrepreneurs**

Access to markets



- **Enterprise Europe Network**
- **Cluster Internationalisation**

Access to finance



- **Loan Guarantee Facilities**
- **Venture Capital Funds**

Emerging Industries



- **Near-market demonstrators**
- **European Strategic Cluster Partnerships**





Cluster-led projects for new industrial value chains

INNOSUP 1

Call for proposals

Deadline early 2015 (stage 1)

~24.9mio 2015

5-10 projects expected

Topic builds on the experience of measures under Europe INNOVA under CIP and on studies from the European Cluster Observatory, such as on emerging industries.

Develop new business models and foster the development of emerging industries across the EU by better capitalising on the innovation potential of SMEs.

Cluster organisations or other SME intermediaries are invited to facilitate cross-sectorial and cross-border collaboration and to channel innovation support to SMEs.

Value chain innovation will be demonstrated in close-to-market conditions integrating many SMEs and through a systemic approach.



Cluster led projects for new industrial value chains

1. This **SME based and innovation oriented** scheme aims at demonstrating new industrial configurations in real-life conditions close to the market, by combining cross-sectorial competences and bringing innovation to new sectors.
2. A joint plan for the development of **new industrial value chains** shall be outlined by innovation players, involving a systemic approach for using the potential of SMEs & clusters.
3. At least 75% of the total budget shall be allocated to support innovation in **SMEs**.





Cluster led projects for new industrial value chains

4. Expected significant **impact** on business growth and capacity to **leverage** other support sources (either at the start and/or at the end of the project).
5. **Support** is foreseen – via *Innovation Actions* - for innovation and networking activities to validate new or emerging industrial approaches. The maximum funding rate of 70% applies except for non-profit legal entities, where a maximum of 100% applies.
6. The standard **eligibility criteria** apply (i.e. minimum of 3 "legal entities" from 3 different MS/AC) with an additional requirement to involve at least 3 cluster organisations or SME intermediaries (from 3 MS/AC) as facilitators.