Breakout Session 3: Shared Value and Social Impact

Plenty of exchanges during the Breakout Session 3 on #SharedValue and #SocialImpact! The attendees have discussed the potential added value of #SocialEnterprises to clusters (and vice-versa). Inspiring success stories from Italy, Sweden, Finland, Ukraine, Spain and Croatia. “Thanks to collaboration of social economy, Lapland is moving from an “egosystem” to an “ecosystem”!” (Mervi Nikander, Regional Council of Lapland).

Important debates dealing with facilitating the integration of #SocialEconomy, new #BusinessModels and #Governance into High-level clusters.

A lot of ideas, but a common conviction: “Social enterprises have a chance to lead the ecosystems of the future, as they are all moving towards a #KnowledgeBased #Competitiveness model”. (Silvano Bertini, Emilia-Romagna Region)

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### Key Insights/Questions:

- Is who should not be involved?
- How to involve strong commitment of all the stakeholders?

### What?

**Topic of discussion:**
- Shared value and social impact
- Breakout session

### What are the challenges & opportunities?

- Better Knowledge on sound minds
- Involving stakeholders + beta tools
- Build global acceptance around the cluster
- New Business models + new governance

### What support can help to shift the focus towards shared value and social impact?

- Traditional citizens can bring access to resources
development, etc.
- Stakeholder cooperation
- Change framework and requirements - how to release to
- Public procurement (within access)

### Who?

**First & Last Names in conversation:**
- Andrea Iranzi (University of Edinburgh)
- Nanna Rabin (University of Oxford)
- Moshe Rosen (University of Oxford)
- Emine Rehavi (University of Oxford)
- Sarah Wilson (University of Oxford)

### Next Steps:

- Take action NOW!
Panel discussion on linkages between cluster-related EU initiatives with different services of the European Commission – “Teamwork makes a dream work”

Cluster policy isn’t a one-way road, it is also about linkages between different EU initiatives. During the panel discussion moderated by Ulla Engelmann, representants from different Directorate Generals presented their work.

Dana Bachmann (Head of Unit – Vocational Education and Training, apprenticeship and adult learning) spoke about vocational excellence. Vocational education concerns not only young people, but also people in the workforce needing up- or re-skilling. In the future, a demand-driven approach to vocational education should be developed, the providers are often members of clusters.

Demos Spatharis (Head of Unit for State Aid for Research & Development & Innovation, IPE and environment) showed the State Aid Regulations concerning Innovation Clusters. Key points can be find in the General Block Exemptions Regulation Article 27. State aid rules allow the support of Innovation Clusters, operational aid and investment are possible to a certain degree.

Marek Przeor (Team Leader, Smart and Sustainable Growth, DG for Regional and Urban Policy) presented the first objective of European Cohesion Policy 2021-2017, that is “a smarter Europe by promoting innovative and smart economic transformation”. Smart specialisation strategies include: enhancing R&I capacities and the uptake of advanced technologies and digitisation developing skillsgrowth and competitiveness of SMEs (start-up/scale up).

Andrea Halmos (Policy Officer – Technologies and Systems for Digitising Industry, DG for Communications Networks, Content and Technology) explained the concept of Digital Innovation Hubs. Having a not-for-profit perspective, they help coordinating the ecosystem of organisations with complementary expertise and offer a set of services to private and public sector organisations to support their digital transformation, as “test before invest”, support to find investment, innovation ecosystem and networking, skills and training. Focus topics are Artificial Intelligence, high-performance computing and cyber security.

Martin Muehleck (Policy Officer, Marie-Sklodowska-Curie Actions, DG for Education, Youth, Sport and Culture): MSCA actions allow a ‘brain circulation’ in form of the mobility of researchers and innovators. Examples are Innovative Training networks, Individual Fellowships, Research and Innovation Staff Exchange, Co-Funding of Regional, National and International Programmes.

Fernando Hervas (Deputy Head of Unit, Territorial Development, Joint Research Centre) presented the Smart Specialisation Strategies (S3) Thematic Platforms on Agri-Food, Energy and Industrial Modernisation. These platforms support interregional cooperation in new growth areas, aiming to build an investment pipeline of bankable projects, provide tailored advice and help regions establish links with the business and research communities. As of May 2019, the 32 existing thematic partnerships supported by the three thematic S3 platforms include innovation actors from 175 regions in 28 countries (25 EU Member States + Bosnia and Herzegovina, Norway and Turkey).

Mathea Fammels (Head of Liaison Office Brussels, European Institute of Innovation and Technology): The European Institute of Innovation and Technology, established in 2010, respresents Europe’s largest innovation community. They adress innovation differently, building a pipeline of ideas, talents and innovative ecosystems. The aim is not only to bring partners together, but also to to integrate them in one legal entity and develop long-time activities.
Interview with the EUClusterManageroftheYear : Bianca Muntean

We had the honor to interview Bianca Muntean, the day after she was awarded for the prize of Cluster Manager of the Year. Check it now! Thank you Bianca Muntean for this moment.

“Cluster policies as a crucial instrument for industrial development”

Clusters are all about creating new linkages. This is the main point that Ulla Engelmann, Head of Unit Advanced technologies, Clusters and Social Economy, underlined in her introductory speech. The future of ClusterPolicies in the EuropeanCommission will be quite ambitious, aiming at the generation of new synergies. The target point will be the emerging of a EUSupercluster, involving joint ClusterInitiatives which span cross-sectoral and cross-regional structures. This can be achieved through a progressive harmonisation of cluster policies with all other policies at EU as well as local level. Save the date! Ms. Engelmann has also introduced the DigitalCitiesChallenge that the Commission is organising on 5th June 2019 in Brussels. SmartCities Digitalisation
The second day of the #EuropeanClusterConference 2019 has just started. In order to prepare for another busy day, have a look at yesterday’s most important takeaways thanks to our impressive graphic artists! @Clusters_EU

And the winner is…

…Bianca Muntean! Congratulations on the #ClusterManager of the Year award 2019! #ECC2019 #EUcluster2019 @Clusters_EU
Discover #TCINetwork with Merete Nielsen!

Great interview with Merete Nielsen, President of #TCINetwork, a unique chance to talk about cluster management and networks.

TCI Network brings together 9,000 cluster practitioners, including not only cluster managers, but also universities for example. The network is about sharing practices and getting inspired by other practitioners of this broad community.

The role of the cluster manager “is to build a network based on trust between the involved stakeholders. It is him or her who facilitates contacts and goes forward with a leadership impulse.”

An advice for cluster managers building up or trying to develop a “young cluster”?

“The main point is to establish good connections with the companies of the cluster. Often, entrepreneurs have to be convince to work together and to get inspired for tomorrow. Sustainable funding based on different sources of revenue, as well as a reliable business model are key for the functioning of the cluster association. Finally, the association should develop its independence and an own identity.

How can a professional cluster management be ensured?

“The cluster management master is impressive. But the already working cluster managers shouldn’t be neglected, possibilities for training on the job should be developed.”

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Panel discussion on fostering strategic #InterregionalCollaboration.

Alin-Adrian Nica, Member of the European Committee of the Regions, Mayor of Dudeștii Noi Timiș County:

“The European Union can be considered as a cluster of states. Therefore, the #SmartSpecialisation Strategies (S3) should aim at canalysing regional and local investments in the main competency areas of a given territory”.

Enrico Venturini Degli Esposti, project manager of TEX4IM:

“My keywords for smart interregional collaboration are #skills, #dialogue and #TechnologicalInnovation. How about organising thematic events about such topics between different regions?”

Vladimir Danailow, CEO of Sofia Investment Agency:

“#DigitalTransition can really be the most appropriate answer to address the big challenges we need to face nowadays.”

Michael Keller, Lead Partner, INTERREG Alpine S3-AlpClusters:
“Unlike the efforts of the EuropeanCommission, we still don’t have such a solid cluster policy framework in Switzerland. These strategies for interregional collaboration should provide a good inspiration for further development in my country”.

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By Andrea Ingusci, 2 days1 day ago

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Who’s going to be the ClusterManager of the Year?

The vote is open!

Maria Hollander (The Paper Province, Sweden), Lubos Komarek (Nanoprogress Cluster, Czech Republic) or Bianca Muntean (Transilvania IT Cluster, Romania)?

The three candidates are currently pitching their own success stories. Suspense in the conference hall, we’ll soon discover the winner!#ECC2019 #EUcluster2019

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Lucia Seel (European Cluster Collaboration Platform), Kaspar Nielsen (Cluster Excellence Denmark) and Katarzyna Kowalska (UNIMOS Alliance) were the rapporteurs of the events organized within the #EuClusterWeeks. They attended national and cross-border cluster conferences in Spain, Denmark, Bulgaria, Germany, Romania and Hungary for example. Lucia Seel called these events “learning journeys” as it was the unique occasion to learn about cluster communities in different environments, their struggles and strategies.

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For this quick enquiry, the cluster managers at the #ECC2019 were asked what is the most urgent need for #ClustersOfChange in their own contexts.

An important issue is the need to build solid #Trust and #Collaboration within and around the clusters with all their stakeholders.

Above all, #SDG represents the biggest challenges our European clusters are mostly confronted with.

Some good news for our future?

#Sustainability #Innovation #Trust

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After the break, we have had the chance to hear a very inspirational conference about what and why clusters need to change.

Bianca Dragomir is the European Cluster Manager of the Year 2016 and Director General of AVAEPN Cluster in Spain. Now she’s Member of the European High Level Industrial Roundtable ‘Industry 2030’.
The 7 stepping stones for Clusters of Change

During her speech Bianca Dragomir shows us 7 stepping stones for clusters to be ready for change:

1. open: enhance collaboration inside and outside the cluster/regional/national boundaries
2. innovation-driven ecosystems: entrepreneurship in the core (cf. China and its champions). Europe develops a new style of champions
3. inter-connected: in Europe and beyond (clusters take innovations into the market, are the market. From start-ups to scale-ups. Connecting regions, SSS...)
4. cross-sectoral and interregional collaboration
5. mission-oriented: clusters at the core of Europe (industrial modernization)
6. reskilling and upskilling the workforce
7. SDG (sustainable development goals)-driven: alliances for accelerating SDG
This speech was very one of the most inspiring speeches that we might have heard (especially for future cluster managers like us).

And you? What is your favorite stepping stone? What do you think about the 7 stepping stones? Let us know on the comments!

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By Romain, 2 days 1 day ago

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Markku Markkula: “Shaping our future through innovation ecosystems”

Very inspiring speech by First Vice-President of the Committee of the Regions Markku Markkula on how clusters are crucial for Europe’s regional development.

“As we don’t have a planet B, Sustainable Development Growth (#SDG) has to become an issue all clusters should be concerned with.”

Regional development is strongly related to increasing European industrial competitiveness through SDG-driven actions. It’s also a human and a social challenge

“We want to enhance the flourishing of new co-created knowledge in Europe, and this can only be achieved through strong #empowerment activities, so as to generate an ecosystem of ecosystems!”
All European regions connected! A big ambition of the #DigitalInnovationHubs initiative, but an essential milestone to “invent our future”.

By Andrea Ingusci, 2 days ago

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Ulla Engelmann: “Inspire through collective intelligence”

It’s coffee break at the #ECC2019 and we have had the pleasure to interview #UllaEngelmann, Head of Unit Advanced Technologies, Clusters and Social Economy at the #European Commission.

“Bridge. Inspire. Change.”: how did the Commission come up with this motto?

*It’s been a co-creation generated from the idea that this conference has to provide new potential connections and facilitate the reaching out of cooperation projects. Of course, this co-creation totally reflects the main function of clusters.*
Her main expectation for this conference?

Definitely “#Inspire”, since we don’t want to create a classic conference. We want to encourage and inspire new exchanges and collective intelligence in action.

Follow her on Twitter : @ulla234

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By Andrea Ingusci, 2 days 1 day ago

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High-Level Policy Roundtable
Thank you for sharing your success stories and your visions of future cluster policy! We retain the importance of a regular evaluation of cluster initiatives and their activities as well as the professionalism of cluster management.

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By Romain, 2 days ago

High-Level Policy Roundtable

Cluster Policies in Lithuania, Portugal, Spain, Germany, Poland and Romania. Thank you for sharing your success stories and your visions of future cluster policy! We retain the importance of a regular evaluation of cluster initiatives and their activities as well as the professionalisation of cluster managements.

By Judith Lenhart, 2 days ago
Three major changes for European clusters

Clusters will help us tackle the challenge of

#ChangingEconomies #Digitalisation #AI #ScaleUp

#ChangingClimate #Sustainability #Value

#ChangingAttitudes #Tacklepopulism #Usandthem

Let’s make our voice heard to shape the future of the European Cluster Vision.

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– Slawomir Tokarski, Director for Advanced Manufacturing and Innovation, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

By Judith Lenhart, 2 days 1 day ago
High-level opening session of the #ECC2019

Start the show! The European Commission’s DG Grow has welcomed the conference participants with an interactive ice-breaker! Their most important expectations for this conference?
@Clusters_EU #Knowledge #Inspiration #Networking

By Andrea Ingusci, 2 days 1 day ago

Ready, steady, go!

The European Cluster Conference 2019 is officially open! Here’s a look at the first matchmaking event in Marriott Hotel prior to the opening ceremony of this afternoon. Stay tuned for more details!

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#EUcluster2019
#investEU
#ClustersOfChange
#ClusterExcellence
#ClusterManagement

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WELCOME

to the
European Cluster Conference 2019
14-16 May 2019
Over 360 meetings
149 participants
#Networking #Meetings

By Andrea Ingusci, 2 days 1 day ago

Welcome to the European Cluster Conference 2019 Blog!

Hi everyone!
We are three students of the master’s degree in Cluster Management at the University of Strasbourg and the University of Applied Sciences Kehl. This year, we have the honour to attend the 6th edition of the European Cluster Conference in Bucharest, Romania.
This blog will be fed with posts on the conference as well as interviews with cluster managers and experts.

Don’t miss any highlight of the conference, follow the blog!

Cheers,
Andrea, Judith & Romain

By Andrea Ingusci, 4 days 4 days ago