WELCOME BACK! MODERATOR: CARSTEN SCHIERNEBECK

YESTERDAY WAS EXCITING! BUT FIRST, A RECAP OF WHAT WE DID! WITH PICTURES!

KEYNOTE SPEECH: BIANCA MUNTENAN - CLUSTER MANAGER OF THE YEAR!

I DIDN'T PREPARE A SPEECH, SO I'LL SPEAK FROM THE HEART!

BEHIND ME STANDS A STRONG TEAM THAT SUPPORTS ME!

THANK YOU TOO TO THE ROMANIAN CLUSTER & MY FAMILY!

I BELIEVE IN THE POWER OF PEOPLE!

EVERY CLUSTER MANAGER IS AN AMBASSADOR FOR THE COMMUNITY!

IT'S HARD TO PULL A COMMUNITY TOGETHER!

TOGETHER WE ARE STRONGER!

SOMETIMES WE HAVE TO FIGHT OLD MENTALITIES!
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Future Cluster Policy & Cluster Excellence

Ulla Engelmann

There are 31 National Cluster Programmes in 20 European Countries.

We have created the Cluster Policy Forum.

Promoting growth with non-European clusters including Canada.

Where we discussed:

Cluster Excellence and Cluster Labeling.

...and we held a Cluster Masterclass!

Sustainable Expert Group.

Joint Cluster Initiative.

Sustainable Supporting.


Scope for more?

Superclusters.
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**Panel**
Moderator: Ulla Engellmann

EU initiatives and the services of the Commission

- Dana Bachmann
- Demos Spatarks
- Marek Przepiórka
- Andrea Haimos
- Martin Mürlecker
- Fernando Hervas
- Mathe Fammels

Employment:
- Change of career
- Reskilling
- The skills agenda

Vocational centres of excellence

These need to extend down how we must enable this coordination and including the excluded.

Local and regional clusters
- The challenge of misunderstood state aid
- Clusters for innovation have explicit support

60m functionally challenged Europeans
#Eucluster2019

**Breakout Session 1:** Digitalisation & the Skills Gap

**Moderator:** Andrei Bunis - Da Grow

**Bianca Muntean:** Transilvania IT Cluster

**Kristina Dervogleda:** PwC Innovation Policy Research

**Impact:**
- Collaboration improves our impact
- Upskilling is key to us
- An ecosystem is an eco-system

**Enabler:**
- Massive open online courses (MOOCs)
- Integrated with events (face to face)

**Supporting Ecosystem:**
- Community of practice
- Libraries of content
- Allowing space for innovation
- PWECAUS

**Presentations**
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Panel

Katarzyna Koziol

David Segale Vilarino

Peter Statev

Manuela Porter

Input from the Floor...

Sharing best practice

To reduce employee resistance

It's a cultural change - so educational partners are key

Canhurst work across the generations?

Common tool box of processes and clusters

Crossing the skills gap

Univ.

High school

Primary

Relationships are reciprocal - you get and you give

Why not lifetime learning...

Drawnism
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"If this was easy, we would not still be talking about it!"

**Peter:**
- SMEs lack capacity for transformation.
- They require enablers, but will always need support.
- They have multiple demands on time.

**David:**
- Start with the obvious: what do you need?
- How active can we be?

**Katarzyna:**
- The demand is there.

**Manuela:**
- Ask why the SME needs the change...

**SME United:**
- The challenge is supply.
- Our challenge is long-term training.

**Culture change is profound.**

**Platforms allow SMEs to scale.**

**Cross-sectoral cluster.**

Look beyond buzzwords.
Breakout Session 2: Circular Economy

Moderator: Enrico Giorgini

Impulse Presentations:
- Luca Donelli
- Kristiina Jokelainen
- From Lapland... the land of Santa Claus! The size of Poland!
- We have some of the biggest mines in Europe!
- Which makes up 8% of Finland's exports!
- Industry 4.0
- Every country small or big...
- We would need a world 4-5 times bigger!
- Our value chains are interconnected.
- We see challenges as opportunities!
- What do new words mean for us?
- One of the areas our cluster is celebrating an anniversary.
- A sustainable refinement of minerals.
- Our cluster is celebrating an anniversary.
- We have big and small industries.
- But very few mid-sized industries!
- Finland does not have a cluster reach!
- But wants to be a world leader in the circular economy by 2020.
- But how are circular economy?
# Euclust2019

Panel Discussion: Circular Europe

*Christiane Egger*
*Carlo Guipers*
*Francesc Ribera Grau*
*Aida Szilagyi*

**Christiane**

- Old thinking is circular economy.
- We need 50% industry.

**Carlo**

- The challenge is global.
- We need 49%.

**Aida**

- Many Romanian clusters and companies are here.
- We help companies reduce consumption.

**Francesc**

- We encourage the circular economy across SMEs.
- We ran one scheme in the Netherlands that helped a construction firm reduce costs.

**SMEs are confused!**

- It's easier to replace young entrepreneurs to come up with new ideas than make old companies change their ways.

- There's a lot of good stuff coming from the US... (despite Trump!)
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Interactive Group Discussions

How difficult was it to set up?

One problem was that only 8% of minerals are already recycled!

We needed to take the circular economy to the factory floor!

What is needed to help support clusters?

We need to speak... a common language!

We have to be on the ground!

Our managers have to be on the ground!

The circular economy sometimes comes with a cost!

We need to show added value!

We have to be... trust builders.

My daughter tells me to turn off the tap while I'm brushing my teeth!

We used to have waste management rules!

But some of it can have secondary use!

Are new, young entrepreneurs embracing the circular economy?
BREAKOUT SESSION 3: SHARED VALUE AND SOCIAL IMPACT!

(by nature) Cross Sector

Community & Business Together

Spillover Growth "Strawberry Runners"

Organic Growth
#Eucluster2019: Breakout Sessions

**Digitalisation of the Cluster**
- Varies within clusters
- Access to supporting services
- Mapping of assets

**Circular Economy**
- Don’t over regulate
- So, enable agents of change!
- The demand exists

**Social Impact**
- Need
- Knowledge economy
- Local

**A Growth System Not the Growth System**
- Dynamic
- Resilient
- Local economy

**Diagnosis**
James Wilson: Cluster Evaluation

Do cluster policies work?

Many of their impacts are intangible!

This is the challenge!

Shortage of research!

Do we need to reframe the question?

Collaborating to improve practice!

Framework of effects

Level

Short-term (1-3 years)

Long-term (>10 years)

Individual actor (A)

Group cluster (C)

Territorial system (S)

Perceptions & Behaviours

Economic

Collaboration infrastructure

Cluster learning in the Basque country

Key messages:

1. View evaluation as a strategic learning tool
2. Employ a basket of data, methods & tools (there is no silver bullet)
3. Co-design evaluation with stakeholders

diagramism
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**Joint Agenda Setting to Discuss the Hot Topics**

**Moderator:** Katarzyna Bałuska-Dębska

- Talk to your neighbours!
- Provide clusters with the tools they need!
- Seek common working ground!
- Cluster organisations to take part in research!
- Strategic tools or service provision?
- The importance of HR!
- Regional centres of excellence!
- Cross-cluster polonisation!
- Bottom-up integration!
- Partnerships to enter non-EU markets!
CLOSING REMARKS: ULLA ENGELMANN
HEAD OF UNIT - ADVANCED TECHNOLOGIES, CLUSTERS & SOCIAL ECONOMY (GROWF2), DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP & SMEs.

We're nearly there!

It's not an ego system!

I've been inspired by what I've seen!

Connecting ecosystems

Connecting... Bridge, Inspire... Change

The role of innovation was highlighted!
The discussions will be used to create policy.

Thank you to everyone!

See you in Berlin in 2020!