



CLUSTERS MEET REGIONS

Opening Session



Mr. Albert Castellanos Maduell

Secretary for Business and Competitiveness,
Government of Catalonia



CLUSTERS MEET REGIONS

Opening Session



Ms Ulla Engelmann

Head of “Industrial Forum, Alliances, Clusters” unit, European Commission (DG GROW)





Agenda

10:15-11:15 SETTING THE SCENE

- Introducing “Clusters meet regions”, **Ms Marta Batalla Masana**, Policy Officer of “Industrial Forum, Alliances, Clusters” unit, European Commission (DG GROW)
- Input paper for Catalonia. **Dr. Jan-Philipp Kramer**, Head of EU Services, Prognos
- Talent as a key driver in Catalonia’s cluster ecosystem. **Mr. Joan Martí**, Director of Business Strategy Unit, ACCIÓ

Agenda

11:15-12:45 CLUSTERS AS TOOL TO ATTRACT, TRAIN AND RETAIN TALENT

Panel discussion, moderator: **Mr. Reza Zadeh**, Executive Director, European Foundation for Cluster Excellence

- **Mr Andrei Bunis**, Policy Officer, European Commission (DG GROW)
- **Ms. Sandra Sundbäck**, CEO Paper Province
- **Mr. Joaquim Solana**, Cluster manager, CENFIM - Ms. Melissa Torres, General Manager, Beauty Business School
- **Ms. Patricia Valdenebro**, CEO, TCI Network

Agenda

13:00 – 14:30 Networking Lunch

14:30 – 14:45 SNAPSHOT OF FUNDING OPPORTUNITIES

- **Ms. Pilar Maza**, Coordinator of Joint Secretariat at Interreg POCTEFA Spain-France-Andorra

Agenda

14:45 – 15:45 PITCHING SESSION for collaborative projects on Catalan regional priorities

Moderator: **Ms Teodora Jilkova**, ECCP Team Member, Veritas Cluster

- Energy
- Food
- Mobility
- Resilience

15:45 – 16:15 Coffee Break

Agenda

16:15 – 17:15 CLUSTER DRIVEN INTERREGIONAL COLLABORATION IN THE FRAMEWORK OF THE PRIORITIES OF CATALONIA

Moderator: **Mr. Alberto Pezzi**, Senior Manager, Cluster Unit, ACCIÓ

- Energy: Ebro Hydrogen corridor **Mr. Juan Manuel Fernández**, Energy efficiency and Sustainability Area, Energy Agency of the Basque Government
- Food: Aumenta (COSME Go International project) **Ms. Ira Racina**, Head of International Cooperation, Latvian IT cluster
- Mobility: Electric and Hydrogen Mobility (European network) **Mr. Stefan Büchele**, Head of International Cooperation, emobil BW
- **Ms. Alba Quer Romero**, Tech Cooperation advisor, ICT Sector, ACCIÓ

Agenda

17:15 – 17:30 MAIN TAKEWAYS

- **Ms. Emma Vendrell**, Team Leader of International Projects, Business Strategy Unit, ACCIÓ

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SETTING THE SCENE

Introducing “Clusters meet regions”



Ms. Marta Batalla Masana

Policy Officer of “Industrial Forum, Alliances,
Clusters” unit, European Commission (DG GROW)



Cluster meet Regions

Objective: support clusters and their related partners in the region to better respond to the economic challenges they face.

15 workshops are planned in 2022-23

PAST: Vilnius, Lithuania / Malaga, Spain / Katowice, Poland / Zagreb, Croatia

UPCOMING: Slovakia with Ukraine, Finland, Germany, Romania, France in 2023



Euroclusters programme

Specific objectives of

30 Euroclusters

42
Million
EUR

NETWORK

- Resilience preparedness/business continuity plans

ADOPT

- SMEs supported which undertook business process innovation

GO INTERNATIONAL

- Collaboration agreements signed with third countries
- SMEs benefited from internationalisation

INNOVATE

- New-to-firm products/services identified

TRAIN

- Cluster organisations which received training
- SMEs investing in skills development

COMMUNICATE

- Social media followers
- SMEs supported coming from countries/regions different from those of Euroclusters partners

European Cluster Collaboration Platform

15 workshops over 2022 - 2023 in EU Regions which have to apply to host such event

- Facilitate clusters active role in regional economic transition
- Create + promote collaborations between clusters and regional stakeholders for the industrial development of EU regions

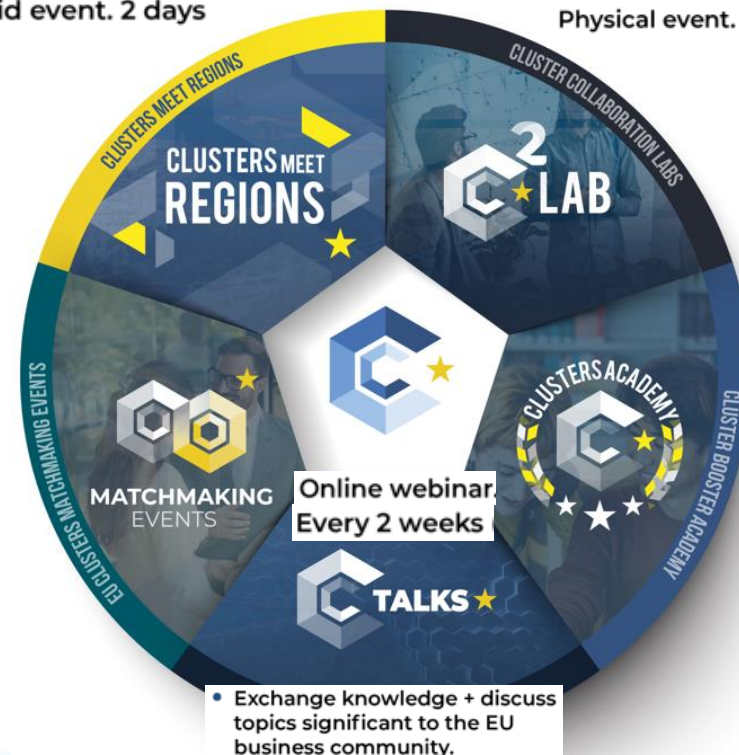
11 physical (5 outgoing + 5 incoming + 1 intra-EU)
8 virtual intra-EU

Ad hoc basis

- Team up with other cluster organisations from Europe and third countries to find new collaboration opportunities as well as new markets for EU business

Hybrid event. 2 days

Physical event. 2 days



Every 6 months (2 / year), alongside an existing cluster main event organised outside ECCP

- Stimulate and scale-up project cooperation to create new cross-border + sectoral value chains
- Develop concrete project roadmaps with participants

Hybrid event. 2 days online + 2 days presential onsite

Once a year. Training provider, university or Region to apply for hosting it.

- Support cluster managers in developing their skills by providing tailor-made trainings with the help of professional trainers
- Strengthen clusters capacities to deliver the green & digital transitions + strengthen resilience of their industrial ecosystem



EU Clusters Support Ukraine



Needs

Are you representing a hospital in Kyiv or a refugee reception centre on the western borders of Ukraine? If you are, please post your needs here so that forum users can respond to you. We know there are many other urgent humanitarian needs that must be met; these are just two examples. Use this forum and connect with others who can help you.



Offers

Can you provide material, technical humanitarian assistance or jobs to people and organisations impacted by the war in Ukraine? If you can, please post your offers of support here and connect with people who urgently need your help.



Logistics & Coordination

Can you provide transport and/or logistics planning capability to transfer humanitarian assistance from EU Member States to the people of Ukraine, and to Ukrainian refugees in the border countries of the EU? Please use this forum to tell people how you can help.

THANK YOU

www.clustercollaboration.eu



Input paper for Catalonia



Dr. Jan-Philipp Kramer

Head of
EU Services, Prognos



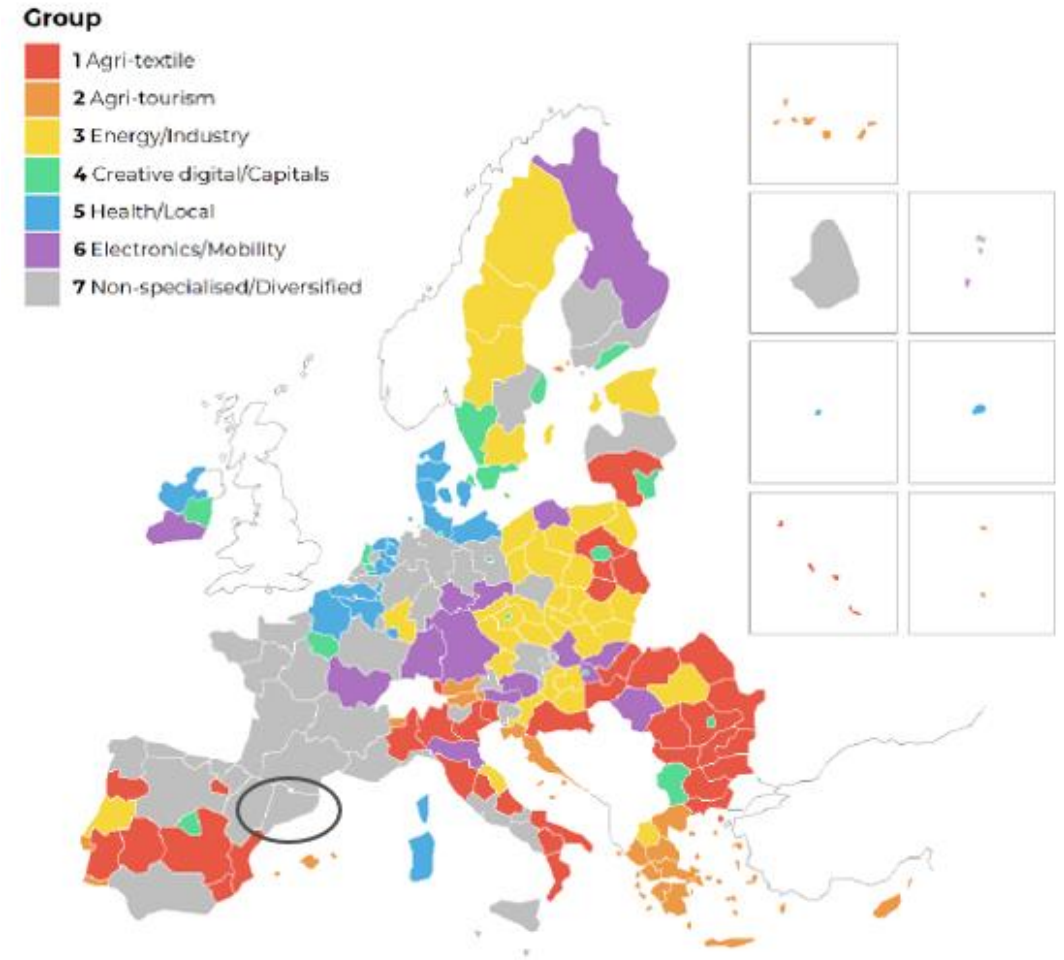
Economic profile of Catalonia

General trends in the economy:

- Catalonia one of the largest regional economies in Spain (19% of national GDP)
- GDP per capita of €33,400 (2021; above EU average)
- Large international trade capacities with EUR 80 billion export total (2021)
- Diversified economic structures

Sectoral composition:

- Services (69,1% of employment)
 - Manufacturing (16,1% of employment)
- **Variety of industrial ecosystems and cross-border connections present opportunity for Catalonia**



Source: European Cluster Collaboration Panorama Report (2021).

Catalonian innovation performance

RIS: ES51 - Catalonia as an “Emerging Innovator +”

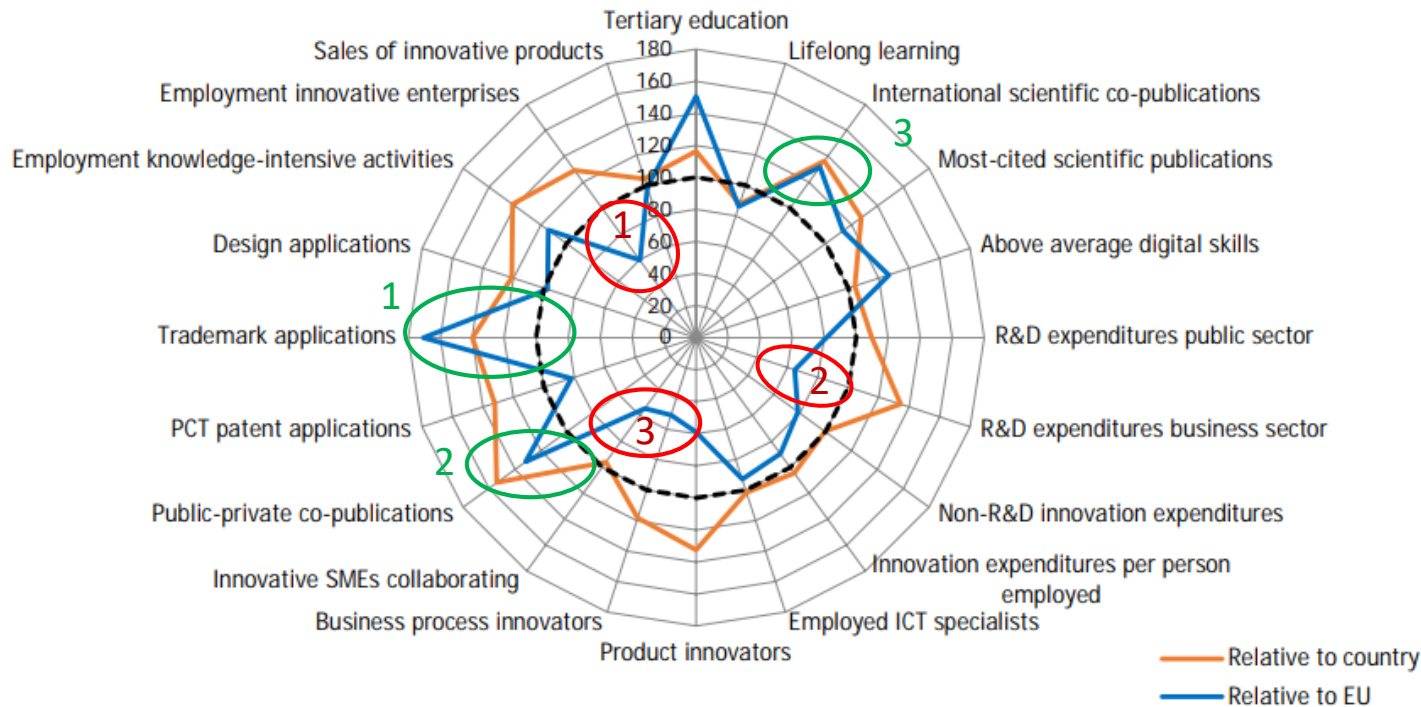
Strengths

1. Trademark applications (*relative to EU & Spain*)
2. Public-private co-publications (*relative to EU & Spain*)
3. International scientific & public-private co-publications (*relative to EU & Spain*)

For future development:

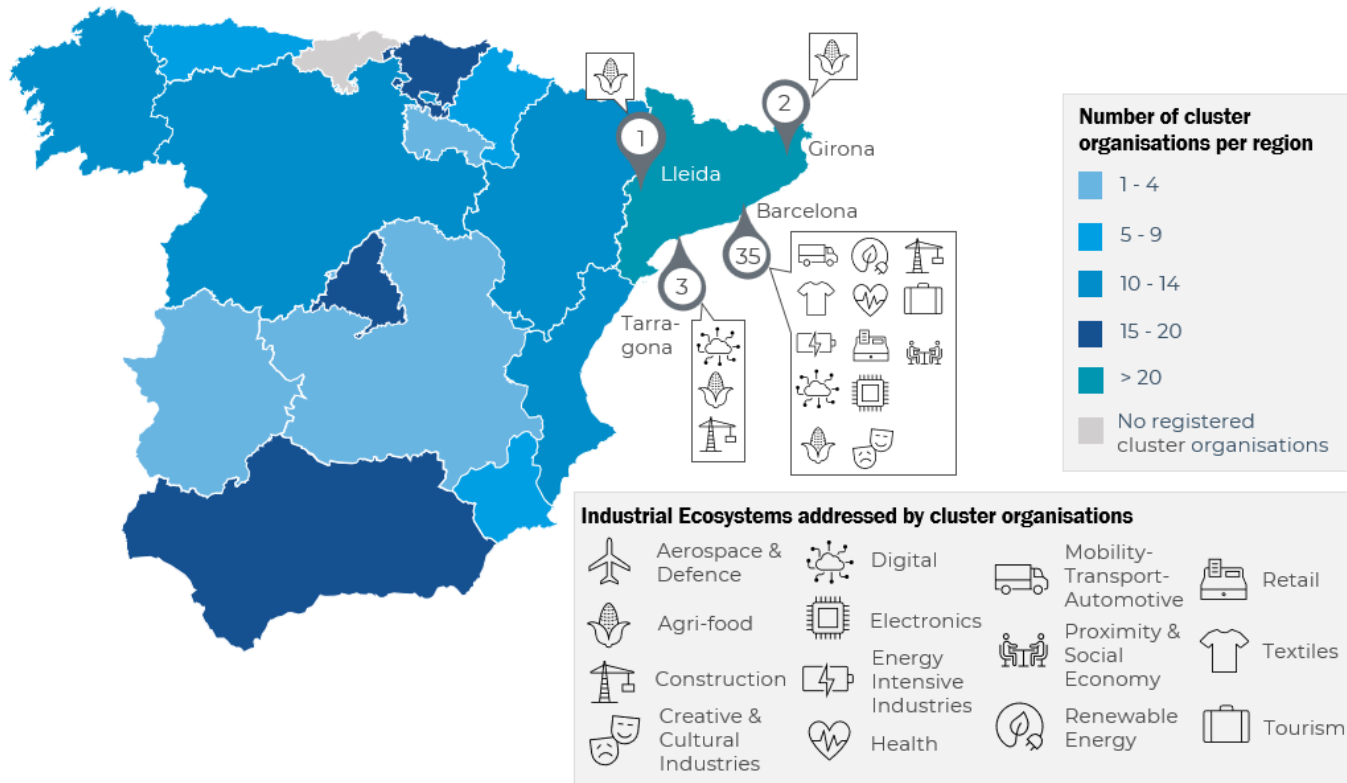
1. Employment innovative enterprises
2. R&D expenditures
3. Innovative SMEs collaborating

➔ especially relative to EU-average



Source: Regional Innovation Scoreboard 2021

Cluster organisations* in Catalonia: Locations, sectors and structures



Source: ECCP (2022). Own elaboration based on <https://reporting.clustercollaboration.eu/all>; last accessed 20.10.2022. *registered on the ECCP

Cluster Organisations

- 41 Cluster Organisations (CO) registered on the ECCP from Catalonia – nr. 1 in EU
 - Covering all 14 Industrial Ecosystems
 - Including all 26 COs part of the Catalan Cluster programme

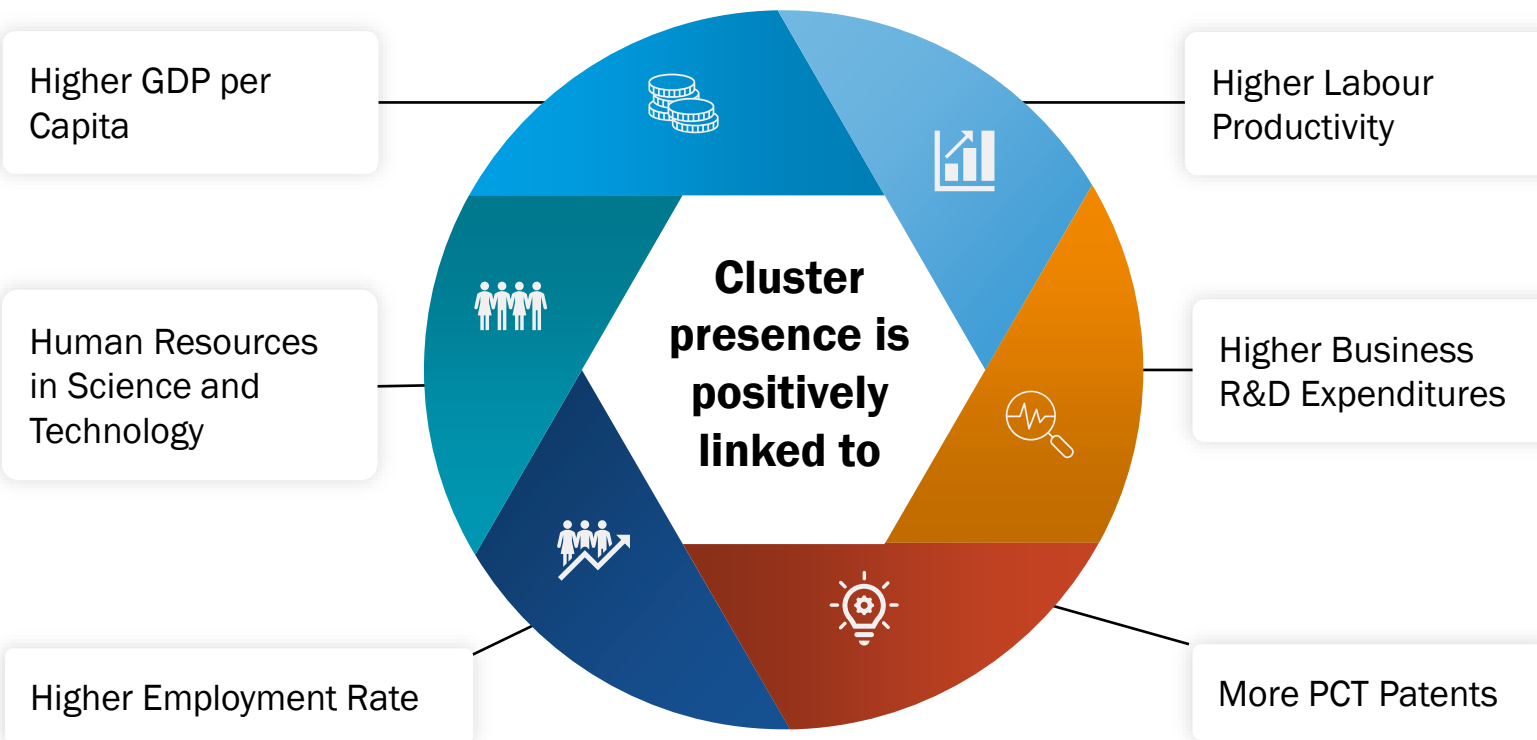
Member Structure

- SMEs account for large majority of CO members (78%; ØEU: 71%)
- Large companies account for 10% (ØEU: 10%) and the research sector for 6% (ØEU: 8%)

Collaborative Areas:

- Partnering for projects & internationalisation
- Resource efficiency & circular economy
- Digitalisation & technology scouting

Importance of cluster organisations for regional economic competitiveness



(... according to the Pearson correlation coefficients)

Source: Own illustration based on European Cluster Collaboration Panorama Report (2021).

Presence of cluster organisations **positively correlated** with

- economic indicators
- and many drivers of future competitiveness

However: Currently, presence of regional clusters still negatively correlated

- with air pollution (pm2.5),
- CO₂ emissions per electricity production
- and renewable electricity production

The European Commission offers important programmes for collaborative projects among clusters & their members

Overview of EU Cluster Initiatives and Catalan cluster involvement

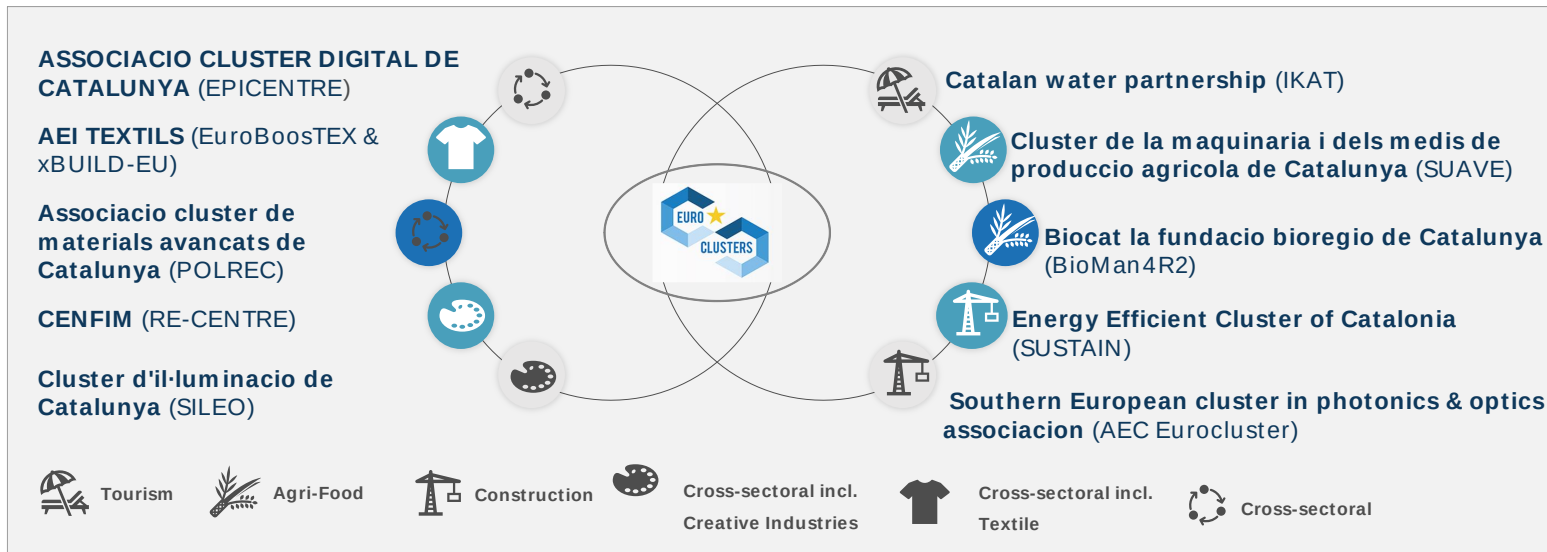
2014-2020 funding period

				
INNOSUP-1	ESCP-4i	ESCP-4x	ESCP-S3	Eurocluster
• Horizon 2020 initiative • Development of new-crosssectoral industrial value chains across the EU • 9 Catalan clusters participated in 7 INNOSUP-projects	• COSME initiative • Development and implementation of joint internationalisation strategies to support SME internationalisation • 19 Catalan clusters participated in 25 ESCP-4i projects	• COSME initiative • Boost the cross-cluster networking and learning within the EU and development of cluster management excellence • 14 Catalan clusters participated in 12 ESCP-4x projects	• COSME initiative • Boost cluster cooperation in specific thematic areas in the field of regional smart specialisation strategies • 2 Catalan clusters participated in 2 ESCP-S3 projects	• Single Market Programme • Support the implementation of the EC industrial strategy through cross-sectoral, interdisciplinary and trans-European cluster initiatives • 10 Catalan clusters participate in 11 Euroclusters

Source: ECCP (2022)

Success 2: High success rate of Catalan clusters in first Eurocluster call

Overview of the Catalan involvement in the Euroclusters



- **High participation rate of Catalan cluster:**
10 Catalan cluster organisations in 11 different Euroclusters
- **Thematic focus** on construction, health, digital industries, tourism, cultural and creative industries, retail, agri-food and textile
- **Partners** come from 17 different MS covering all EU geographies

Source: ECCP (2022); based on information from Funding & Tender Portal

Key findings on the Catalan S3 Strategy 2014-2020: Catalonia as 'Moderate S3+'



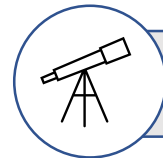
- EDP was applied in 3 stages (Policy formulation; Decision-making & Implementation; Monitoring, evaluation & updating)
- EDP included actors from the public, private and research sector as well as the civil society
- Strategy was published in 2014



- Seven priority areas identified
- Strongly linked to economic sectors
- High level of ambition of selected priorities

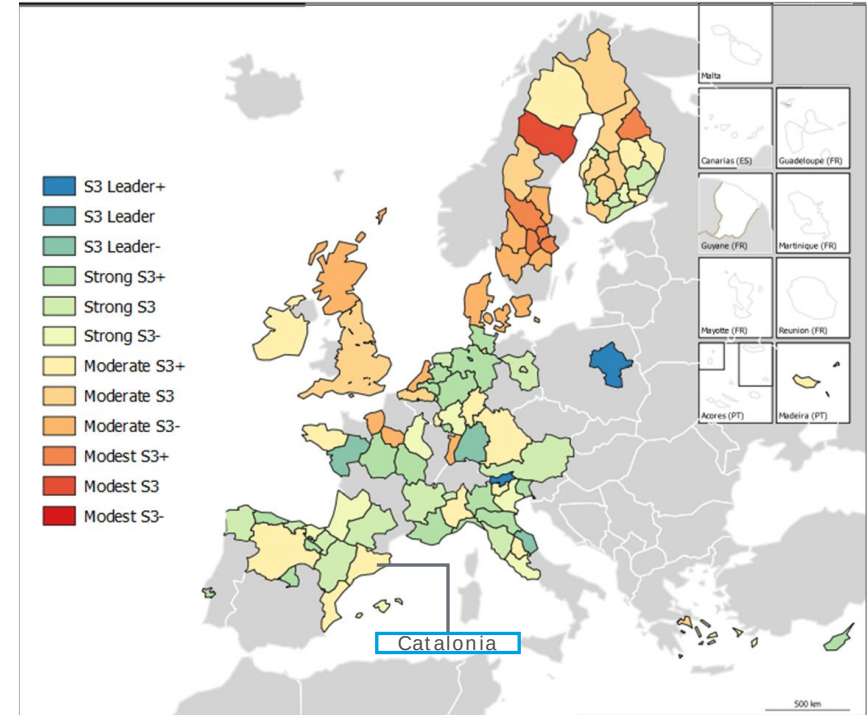


- Project selection followed rather loose selection criteria
- High share of projects (89%) of projects linked to the priority areas.



Catalonia rated as '**Strong S3+**' in Scoreboard 2022!
(study not yet published)

S3 Scoreboard 2021 – More Developed Regions

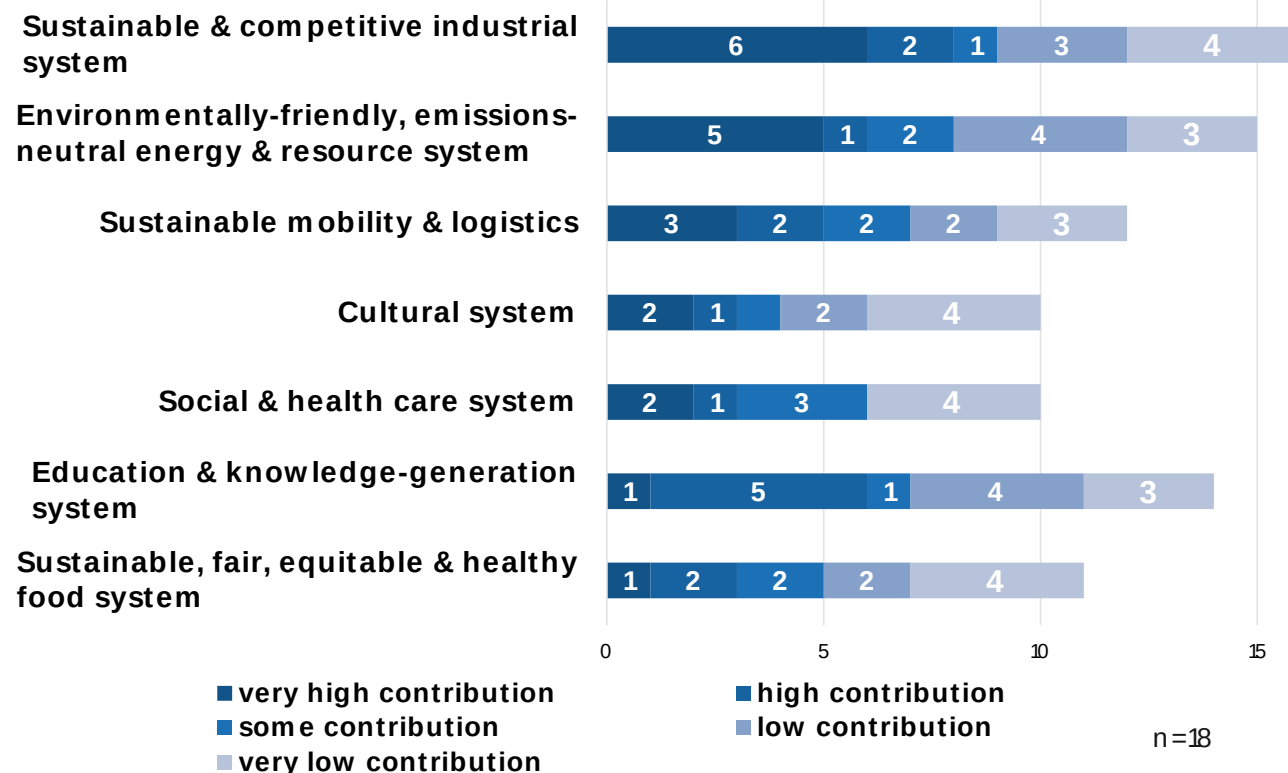


Source: ECCP (2022) based on the Study on prioritisation in Smart Specialisation Strategies in the EU (Prognos/ CSIL 2021)

Priorities proposed in the S3 Strategy 2021-2027 of Catalonia and survey results



Contribution of competencies of Catalan cluster organisations to the upcoming priority areas



Source: ECCP (2022) own elaboration based on Generalitat de Catalunya (2022): RIS3CAT 2030 - Strategy for the Smart Specialisation of Catalonia 2030 (draft)

Final Remarks

1. Economic profile of Catalonia

- Rich history in trade with industrial capacities, recent trends in growing services sector signal diversified economy and opportunities to thrive beyond 4 Motors of Europe network
- Growing innovation performance (“Emerging Innovator +”)

2. Catalan clusters and their importance for regional economic development

- Highly organised cluster ecosystem with the highest absolute number (41) of Cluster Organisations of all regions registered on the ECCP.
- One of the oldest, continuously developed cluster policies in Europe, constantly readjusting to new challenges and trends and rebalancing its approach between top-down initiatives and decentralisation.

3. Cross-border cooperation & European networks

- Above average involvement of Catalan cluster organisations in EU cluster initiatives in the 2014-2020 period: Catalan cluster organisations involved in several cross-border projects with partner organisations from 19 different EU and non-EU MS. Thematic focus of the cross-border cooperation mainly in line with Catalan S3 priority areas.
- Catalan cluster organisation are actively involved in 11 out of 30 Euroclusters with partners from 17 EU MS.

4. The S3 Strategy of Catalonia

- Both the 2014-2020 & 2021-2027 S3 Strategy address(ed) 7 priority areas. These priority areas are linked to cultural industries, the industrial system, energy & resources, the food system, health sectors, mobility & the education system.
- Catalan cluster organisations underline especially their contribution to the priority areas “Sustainable & competitive industrial system” and “Environmentally-friendly, emissions-neutral energy & resource system” for the S3 strategy 2021-2027



Talent as a key driver in Catalonia cluster's ecosystem



Mr. Joan Martí

Director of Business Strategy
Unit, ACCIÓ



Talent as a trigger for FDI – Cluster Development in Consumer Electronics



COLEGIO JAPONÉS DE BARCELONA
バルセロナ日本人学校



JAPANESE SCHOOL IN BARCELONA
小学部・中学部

The name of the game is business strategy



Michael E. Porter, *On Competition*, (Boston, 1998)

ization of concepts, relationships, and linkages among constituencies. In the private sector, new or revitalized trade associations often take leading roles in the continuing upgrading of clusters. In government, cluster upgrading can be institutionalized by appropriately organizing government agencies, organization through the gathering and dissemination of economic statistics, and by controlling the structure and membership of business advisory groups.

Summary

A cluster is a system of interconnected firms and institutions the whole of which is greater than the sum of the parts. Clusters play an important role in competition, and these raise important implications for companies, governments, universities, and other institutions in an economy.

Clusters represent a new and complementary way of understanding an economy, organizing economic development, and setting public policy. Understanding the state of clusters in a location provides important insights into the productive potential of its economy and the constraints on its future development. Paradoxically, then, the most enduring competitive advantages in a global economy will often be local.

Microclusters in Catalonia

History

Catalonia, one of Spain's seventeen autonomous regions, accounts for 13 percent of the national population but almost 20 percent of its GDP and about 40 percent of its industrial exports. In December 1989, Antoni Subirà was appointed Catalonia's Minister of Industry, Trade and Commerce. Soon after, he obtained a manuscript copy of *The Competitive Advantage of Nations* and circ-

lated several chapters within the minister. With Spain facing entry into the European Common Market in 1992, Subirà sought to develop a new approach to industrial policy in Catalonia. He chose clusters as a central element.

Since then, approximately twenty Catalan clusters have been studied in detail. As of 1997, clusters continued to be used in Catalonia as the main methodology for assessing the

region's industrial competitiveness and for identifying areas in which the government could improve the environment for companies.

Actors

Initially, Subirà asked Professors Eduard Ballarín and Josep Faus from IESE, a top business school based in Barcelona, to apply the cluster methodology to the study of Catalonia's industry. Their preliminary work set the stage for a larger report, prepared together with Monitor Company, a consulting firm.² The report offered an overall diagnosis of Catalonia's strengths and weaknesses and was well received. It defined groups of clusters (for example, mass-market consumption goods) and provided some general guidelines about what was needed to enhance their competitive advantage.

Subirà decided to take this work one step further and to study discrete clusters in more detail. Already-existing capabilities within the Ministry of Industry, Trade and Commerce were reorganized, and a local consulting firm—CLUSTER Competitiveness—was asked to lead a series of cluster initiatives. Each study involved companies, suppliers, trade associations, business schools, universities, and many government departments.

Cluster Definition

Catalan clusters included wooden toys, agricultural machinery, jewelry, leather, knitting, processed

meats, publishing, consumer electronics, and furniture.³ Specific clusters were defined relatively narrowly. In furniture, for example, three separate clusters were isolated in different parts of Catalonia, each competing in different segments and facing different challenges. Estimates indicate that Catalonia has more than one hundred such narrowly defined clusters, or microclusters.

Each microcluster study included firms, suppliers, universities, and a wide range of other interested participants. Cluster boundaries and participation emerged as a result of the study process. Self-selection was the rule: All firms interested in participating were considered part of the cluster.

All clusters were viewed as equally desirable. For practical reasons, however, cluster studies were sequenced. Some clusters were initially much better organized than others. One goal of the process was to establish effective trade organizations to serve each cluster.

Process of Change

The cluster studies in Catalonia took place in three stages. In the first, the cluster's problems and opportunities were identified and the basic concepts of cluster upgrading, such as the goal of enhancing rather than suppressing competition, were laid out. At times, the study revealed a view of the cluster's problems that differed from that presented by con-



Harvard Business School

9-795-105

February 15, 1995

The Catalan Leather Industry

In early 1993, Antoni Subirà, the Minister of Industry of Catalonia, wondered how to help the local leather tanning industry which was seriously threatened by the upcoming introduction of Spanish legislation to enact European Union (EU) environmental standards. He had just met with a delegation of the major Catalan leather tanners. The industrialists had claimed that a recent upsurge in imports and the resulting closing of numerous local firms had left the industry unable to cope with the stricter environmental standards. They believed the changes necessary to reduce pollution to the EU standard (or face fines of up to 100 million pesetas, or \$800,000), would raise production costs well above those of the competitors.⁴

Minister Subirà, a former professor at IESE, a leading European business school located in Barcelona, and a graduate of MIT, had been the Catalan Minister of Industry since 1990. In this capacity he had emphasized policies based on free market competition and had avoided subsidization of industries without a future just to maintain employment. Financial aids had been granted only to industries that had identifiable competitive strengths and only for investment and research and development projects. Many of his efforts in this regard were in line with the recommendations of a study he had sponsored on the competitiveness of Catalan industry.

The New Environmental Standards in Catalonia

Since the 1970s, the European Union had tried to homogenize environmental standards throughout member states. EU environmental directives had to be converted into national law by each state in order to be effective, since polluting firms could only be sanctioned through the national laws of a country within which they operated. The EU only could sanction member states that either refused or were late to enact the directive. Upon entering the EU in 1986, Spain was allowed a transition period to adjust its environmental legislation to the existing EU standards. The Spanish national law had been significantly more tolerant of pollution than the EU standard.

On the one hand, Minister Subirà knew the law enacting the EU directives was to go into effect shortly, as Spain could not further delay its adherence to European standards without incurring the risk of being sanctioned. Moreover, he was conscious of the pressure of public opinion on Catalonia's Environmental Department: after all, if the citizens of Catalonia desired less pollution, it would be necessary to apply the EU standards.

This case was prepared by Maria Dolores Rodriguez (Instituto de Estudios Superiores de la Empresa IESE) with Maria del Mar Prats (CLUSTER S.L.) and Professor Michael J. Enright (Harvard Business School) in conjunction with Professor Eduard Ballarín (IESE) as the basis for class discussion rather than to illustrate the effective or ineffective handling of an administrative situation. The casewriters would like to thank Emiliano Duch (Director of CLUSTER S.L.) for his supervision and Edith Scott Saeedra for translations.

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Talent is a key component of all cluster initiatives

26 clusters



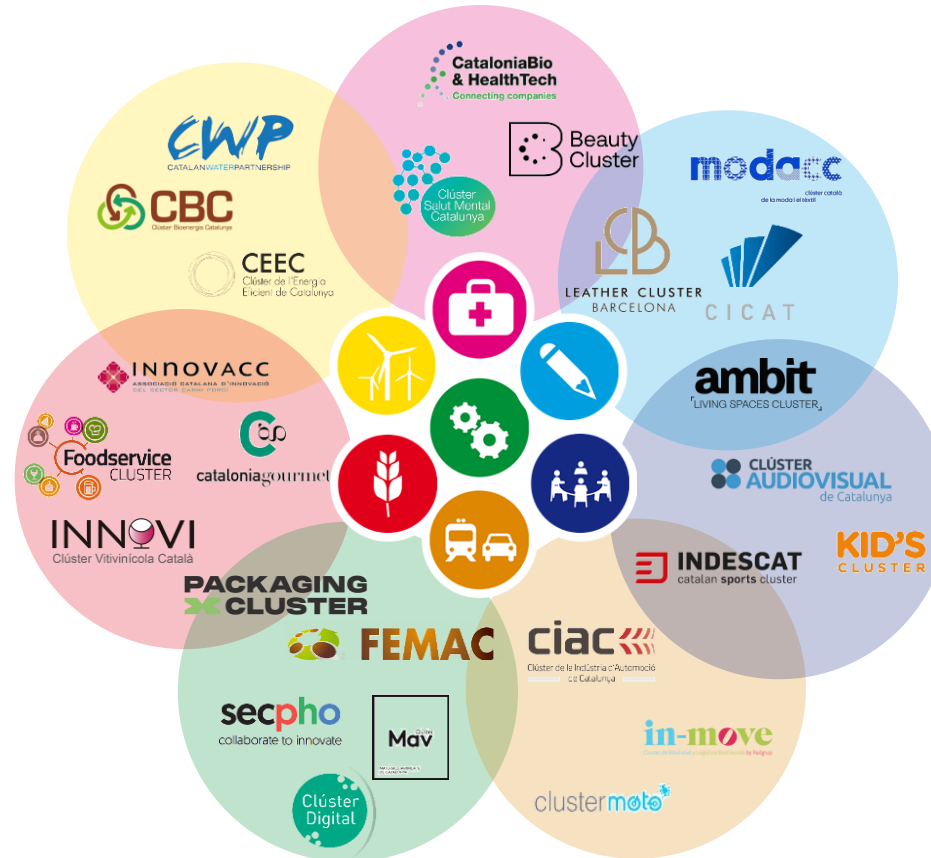
> 2.600
members



70.000M€
aggregate turnover



100 collaborative
projects



Food industries



Chemistry, energy and resource
industries



Industrial systems



Health, well-being and life
sciences industries



Sustainable mobility and smart
cities industries

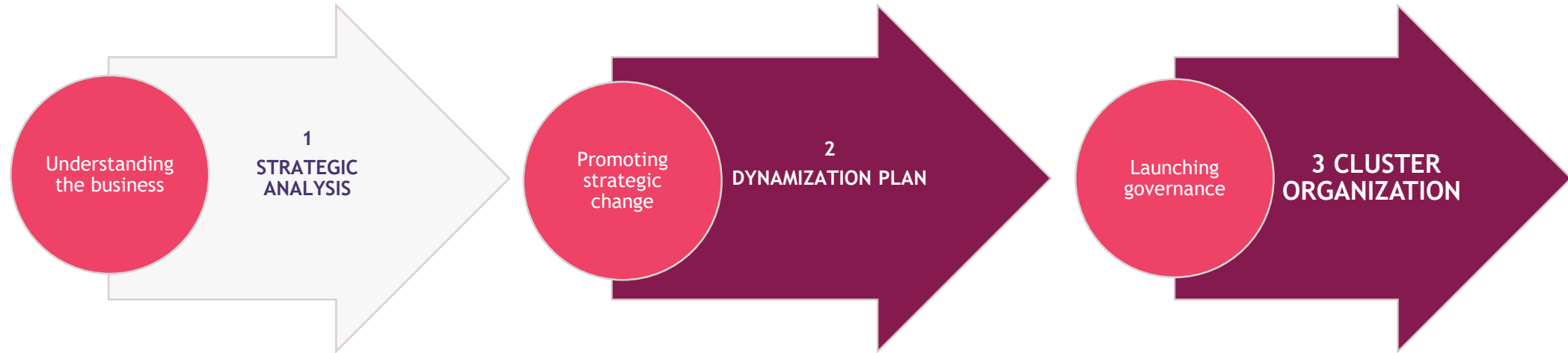


Design industries



Cultural and experience-based
industries

Talent tracking: from strategic analysis to projects



Talent

Develop new professional profiles:
ICT focused on tourism

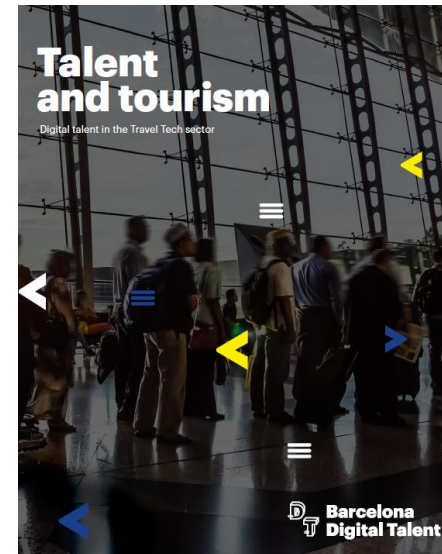
Connect training centres with the needs of companies

Recruitment and retention of technological talent

ACCIÓ
Catalonia Trade & Investment

 **Generalitat de Catalunya**

 **Tech Tourism Cluster**



Working group

B^{HH}
Gremi d'Hotels de Barcelona

 **prestige**
SOFTWARE

VOXEL GROUP

HT SI
FACULTAD DE TURISMO Y DIRECCIÓN HOTELERA
SANT IGNASI
UNIVERSIDAD RAMON LLULL

Avoris
REINVENTING TRAVEL

CETT
Campus de Turisme, Hoteleria i Gastronomia
UNIVERSITAT DE BARCELONA

Fem avui l'**empresa** del demà

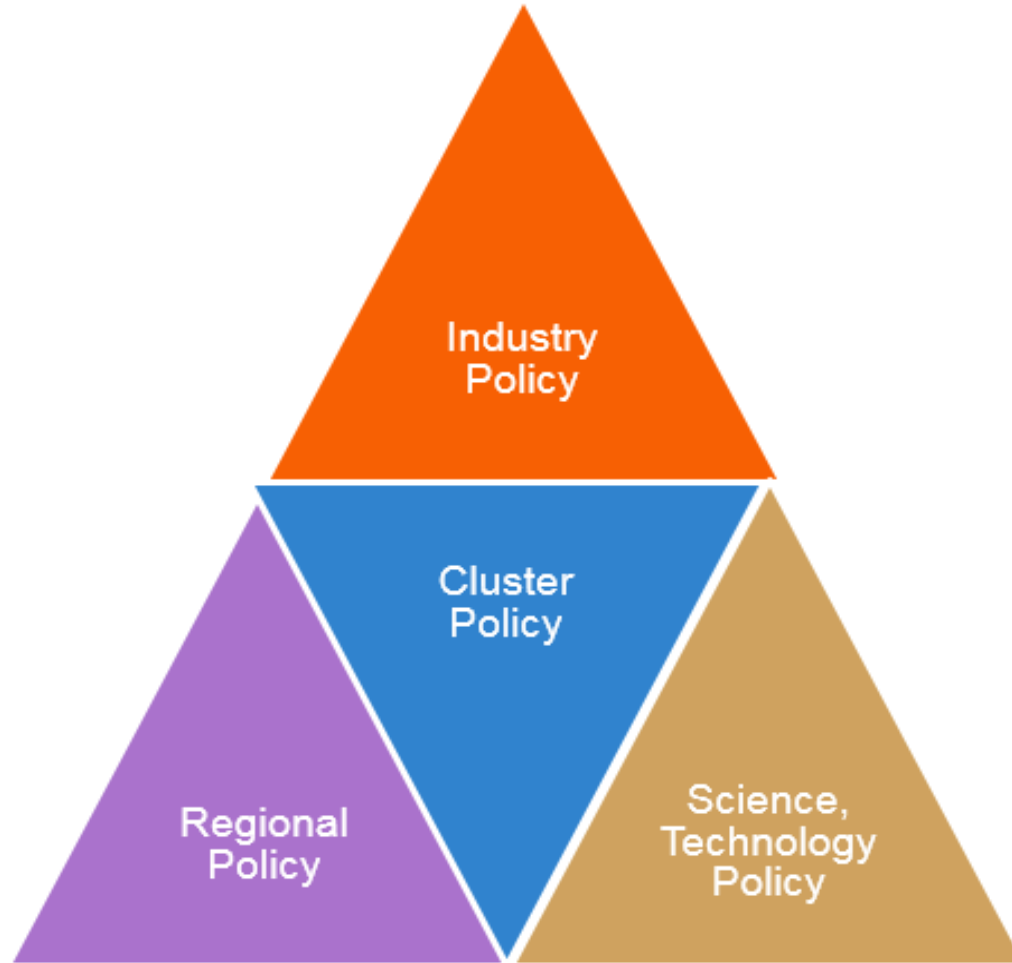
Governance should be a facilitator

92% of Catalan Universities are cluster members

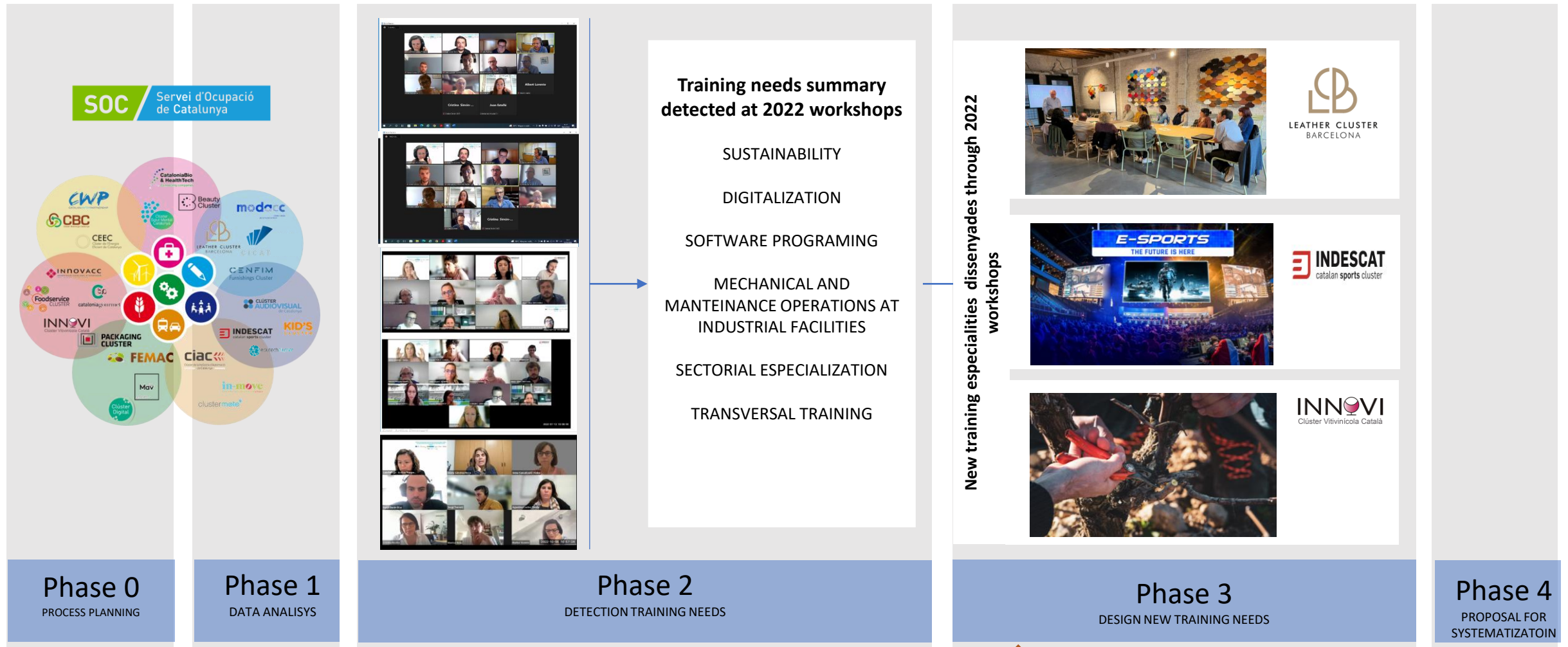


48% of clusters have Universities as board members

Intersection of competitiveness policies is a must, also for talent



Detection training needs to help aligning public-funded training offer

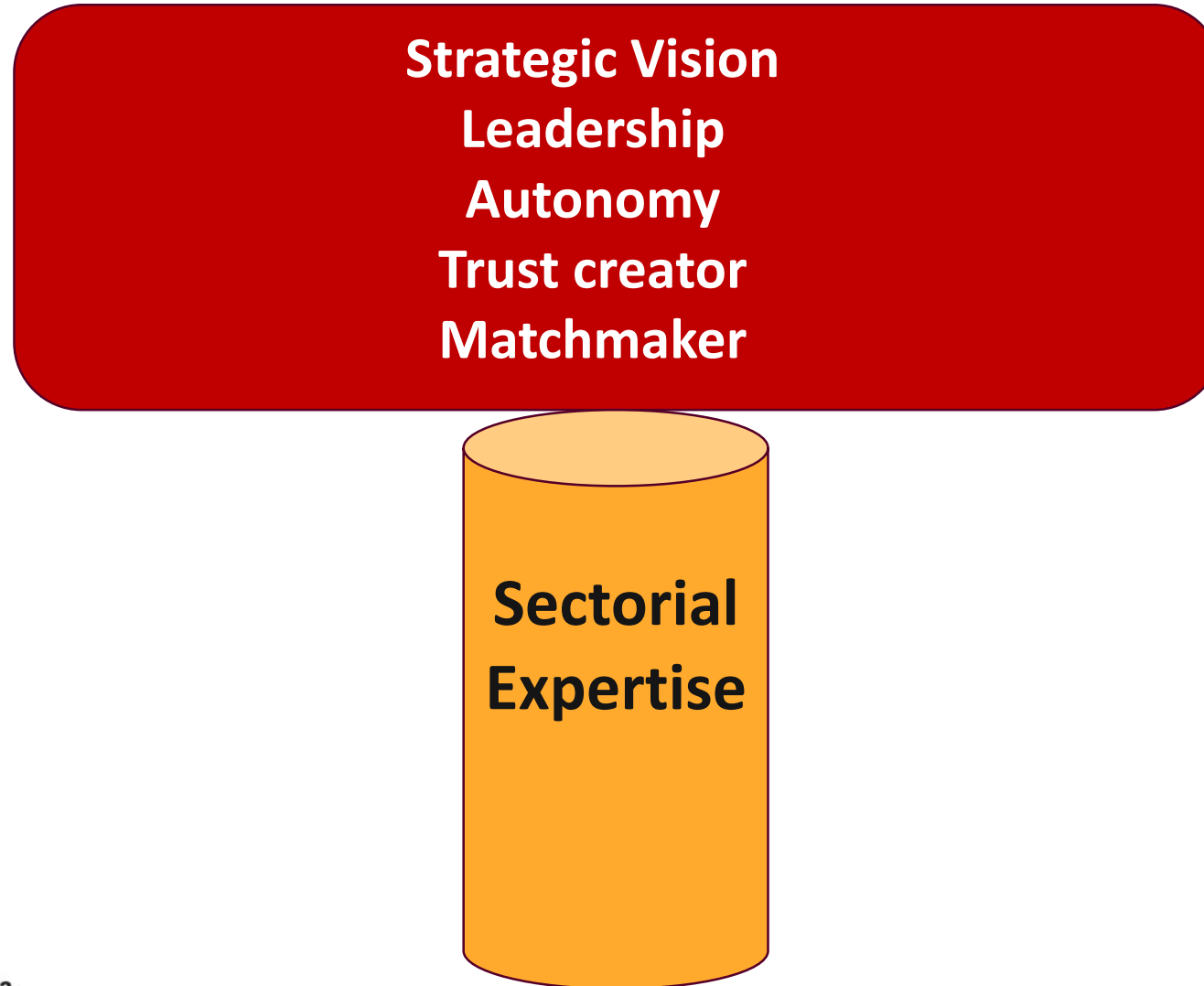


Invest in people!



165 cluster practitioners in Catalonia

Cluster manager: T-shaped Talent



International Strategic Cluster Week



Silicon Valley,
2014



Québec, 2015



Boston, 2012



Israel, 2013



Corea, 2016



NY, 2018



Boston, 2022



Singapur, 2017

Project managers: the future of the ecosystem



Course on EU projects management



Learning trip to Basque Country

Launching career path system for cluster practitioners

World-Class Cluster

(60.400€ - 90.600€)

6

D

(52.800€ - 79.200€)

3

C

(45.800€ - 68.700€)

5

B

(39.800€ - 59.700€)

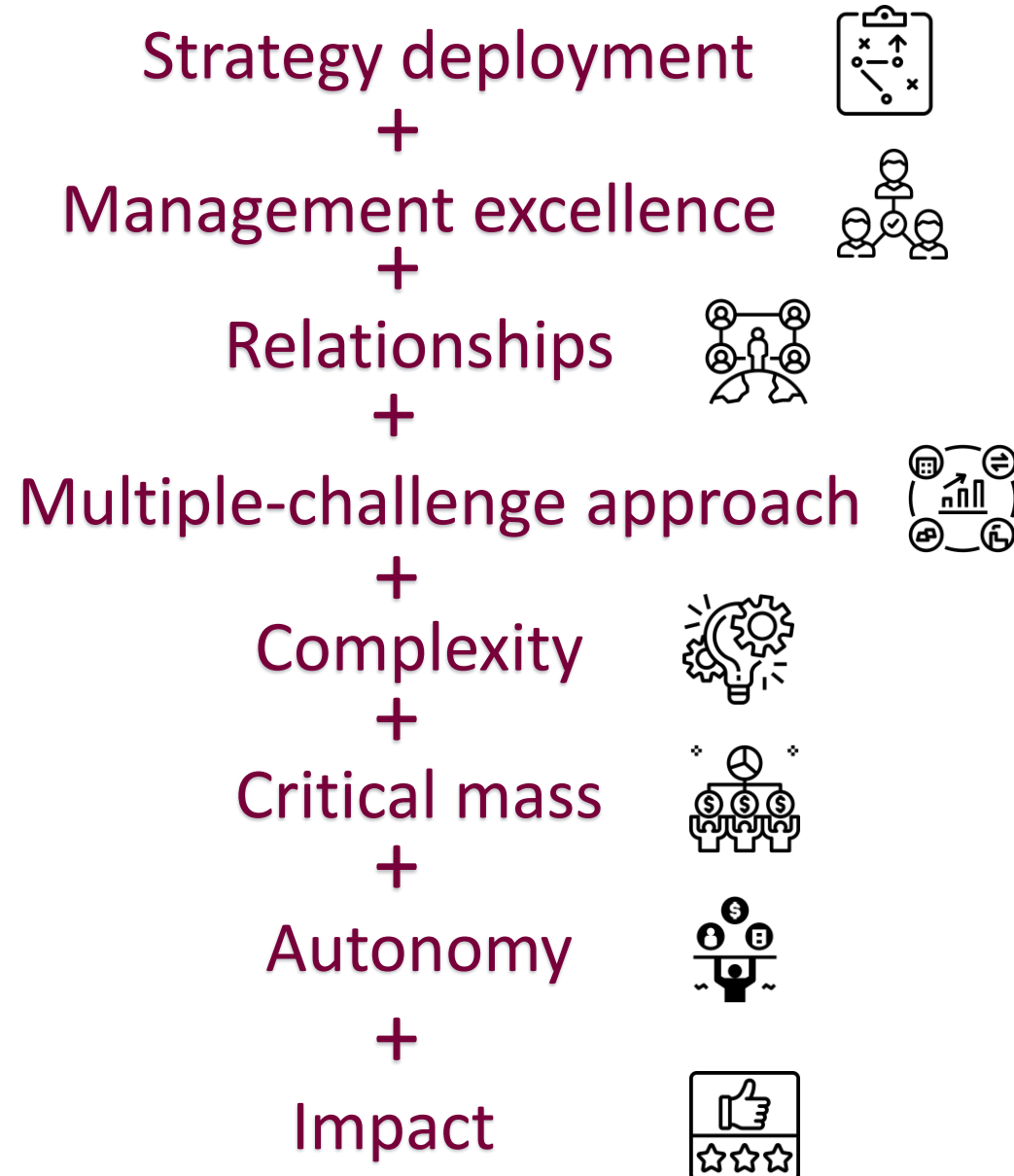
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A

(34.400€ - 51.600€)

5

The salary level should be the result of 8 dimensions



Catalonia Clusters Hub



12 clusters, 40 cluster practitioners

165 + 6M

**Cluster
Practitioners**

**Budget for individual
and cooperative
projects**



“Share your knowledge. It’s a way to achieve immortality”

Dalai Lama XIV

Moltes
gràcies!

Joan Martí Estévez
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CLUSTERS AS TOOL TO ATTRACT, TRAIN AND RETAIN TALENT

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Clusters as a tool to attract, train and retain talent

Mr. Reza Zadeh



Mr Andrei Bunis

Ms. Sandra Sundbäck



Mr. Joaquim Solana



Ms. Melissa Torres



Ms. Patricia Valdenebro



Clusters as a tool to attract, train and retain talent

Andrei BUNIS

European Commission, DG GROW



Clusters as a tool to attract, train and retain talent

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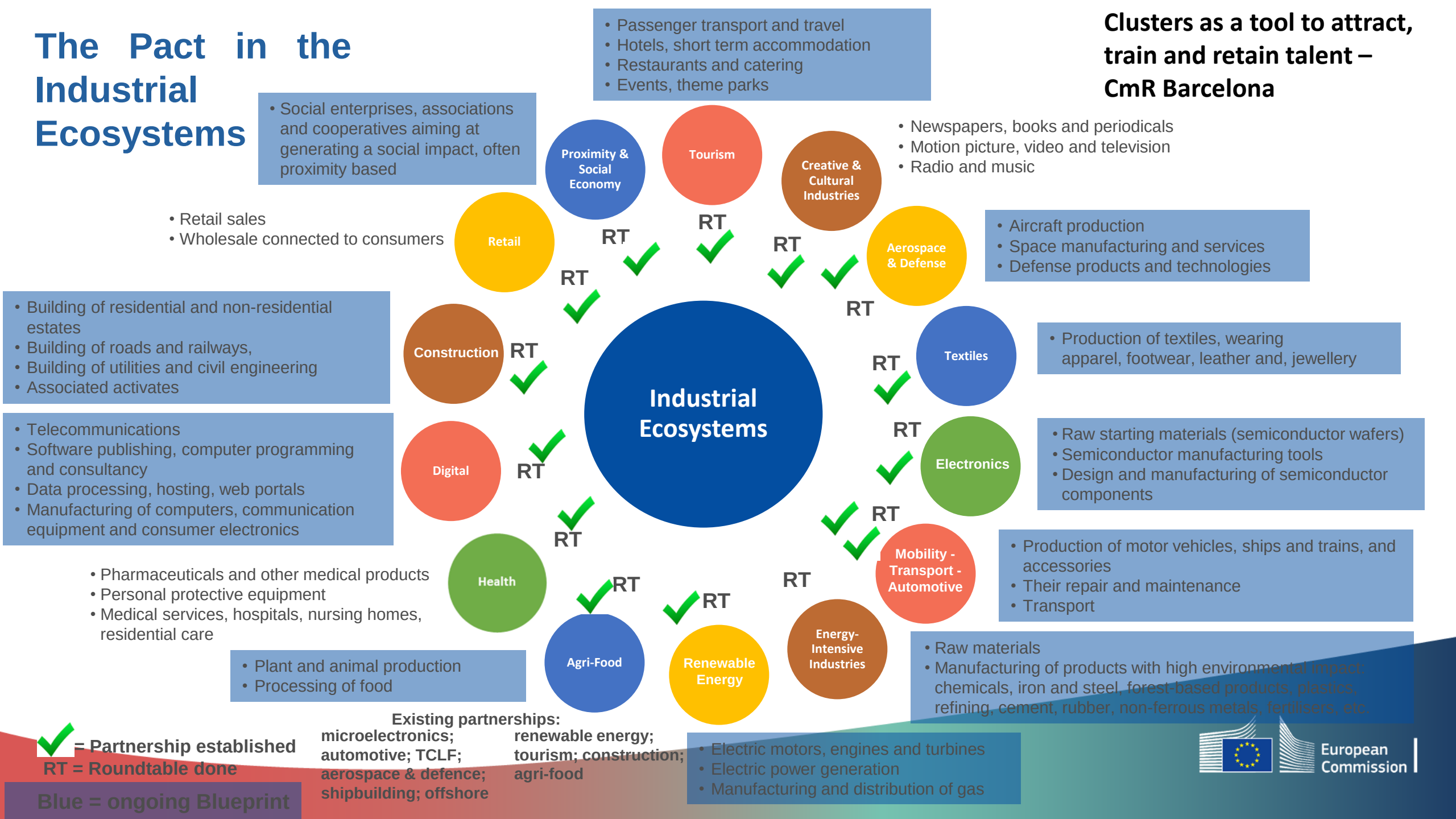
Pact for Skills:

Mobilising private and public stakeholders to take concrete action for the **upskilling and reskilling of the European workforce**



The Pact in the Industrial Ecosystems

Clusters as a tool to attract, train and retain talent – CmR Barcelona



Clusters as a tool to attract, train and retain talent

Andrei BUNIS

European Year of Skills - 2023:

- Promoting increased, and more effective and inclusive investment in training and upskilling
- Making sure that skills are relevant for labour market needs
- Matching people's aspirations and skill sets with opportunities on the job market, especially for the green and digital transition and the economic recovery
- Attracting people from third countries with the skills needed by the EU



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Clusters as a tool to attract, train and retain talent

Sandra Sundbäck

CEO Paper Province



Clusters as a tool to attract, train and retain talent



Sandra Sundbäck

- Sports, Advertising, Manufacturing industry
- Communication & Sustainability
- Leadership
- Networking

Clusters as a tool to attract, train and retain talent

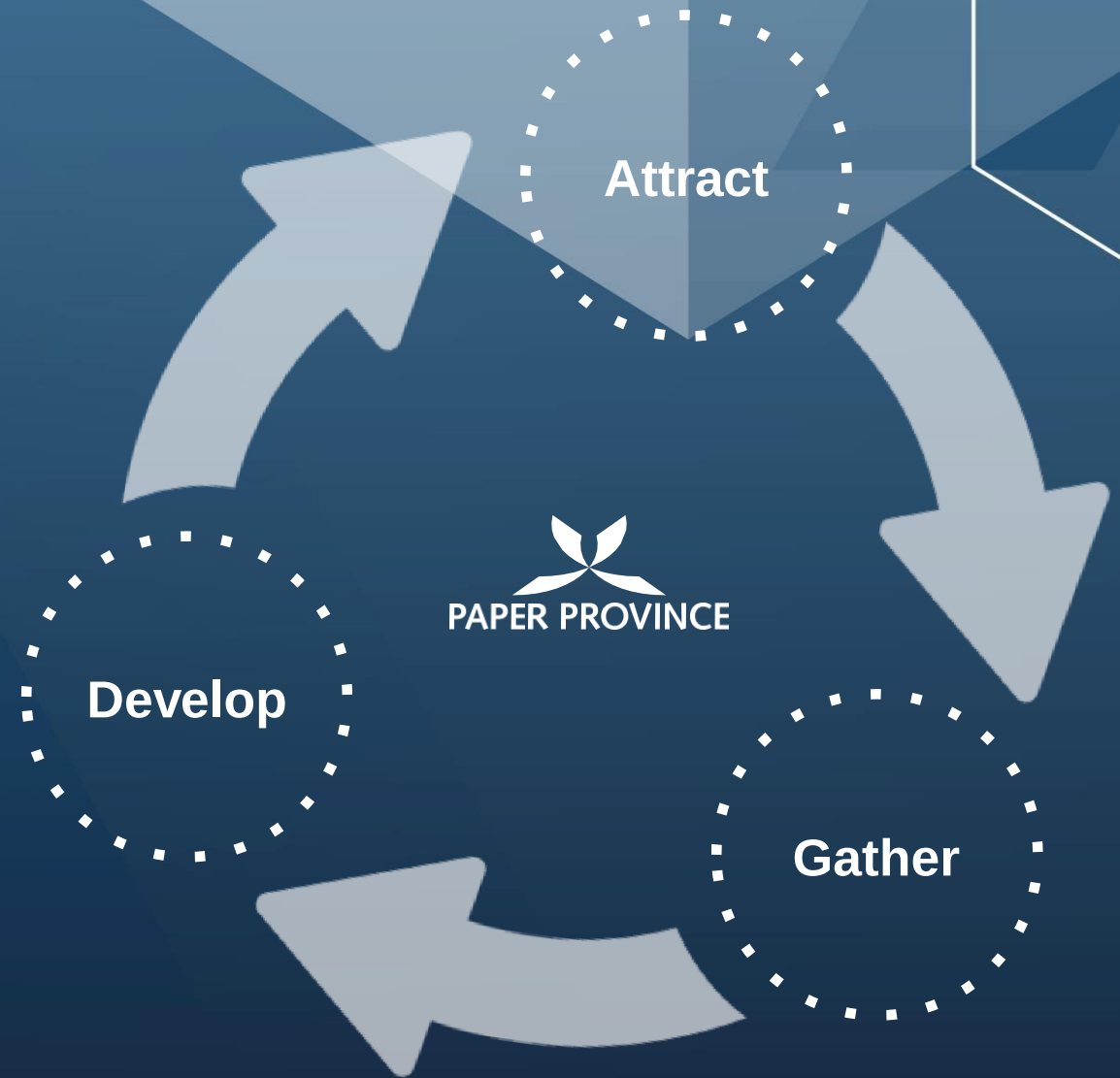


- 130 member companies
- Forest Bioeconomy
- Gold Label certified
- Close collaboration



Some examples

- Network & Collaboration
- Movie “Bästa skogen”
- Inclusive leadership
- Wequality
- Project together within Smart Specialization
Attraktionkraft Värmland



Clusters as a tool to attract, train and retain talent



Sandra Sundbäck
Vd på Paper Province



Let's connect!

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www.paperprovince.com

Clusters as a tool to attract, train & retain talent

Twin transition skill needs forecasting

Joaquim Solana – AMBIT cluster



AMBIT – living spaces cluster

ambitcluster.org

180 companies in interiors & contract ecosystem

Working together in: market, innovation, and talent

And competing in the tough race: technology vs skills !



Skill needs GAP detection

Medium term scenarios forecast based on **drivers of change**:

- Emerging Technologies
- Changes in Product Regulations
- Costumers/Users/Market evolution

Delphi approach to changes:

- Developed by sectorial and external experts
- Two rounds: 1) General drivers affecting & 2) Process changes forecast

Main **professional profiles analysis**:

- Profiles identification (ESCO)
- Current tasks -> Current skill needs
- Changes in tasks -> **New skill needs**

TWIN TRANSITION (Digital + Green) : DigitFur + Sawyer



<https://digit-fur.eu>



<https://circularfurniture-sawyer.eu>



Selection of occupational profiles (based on ESCO):

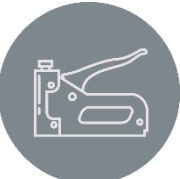
- Specific or not to the furniture sector
- Relevant for the functioning of sector companies
- Clearly affected by the sector digitalization / greening
- Jobs volume within the sector. Exemples:



7522 Cabinet-makers and related workers



7523 Woodworking-machine tool setters&operators



7534 Upholsterers and related workers



8172 Wood processing plant operators



DIGIT-FUR
IMPACTS OF THE DIGITAL
TRANSFORMATION IN THE WOOD
FURNITURE INDUSTRY

ISO 7522

Occupational profile

Occupational profile

Current and forecasted risks changes due to sector digitization for the occupational profile Cabinet-makers and related workers - ISCO 7522

- Cabinet-makers and related workers make, decorate and repair wooden furniture, carts and other vehicles, wheels, parts, fittings, patterns, models and other wooden products using woodworking machines, machine tools and specialized hand tools.
- Works in agriculture, forestry, public health and safety regulations, including environmental protection and efficient energy use.
- Works in a customer-oriented manner.
- Considers cost- and time-effectiveness when planning and organizing his/her work in his/her area of influence.
- Coordinates with his/her colleagues to ensure the smooth flow of work processes in the company.
- Coordinates work with the rest of the team, report to his/her team leader.
- Cooperates with other departments (administrative, commercial and technical services).
- Assists in the implementation of quality assurance activities.

A Operating woodworking machines such as power saws, jointers, mortisers and shapers, and using hand tools to cut, shape and form parts and components.

- Selecting, controlling, mounting and replacement of cutting tools on the woodworking machines.
- Operating woodworking machines.

B Studying plans, verifying dimensions of articles to be made, or preparing specifications and checking the quality and fit of pieces in order to ensure adherence to specifications.

C Trimming joints and fitting parts and subassemblies together to form complete units using glue and clamps, and reinforcing joints using nails, screws or other fasteners.

D Making, restyling and repairing various wooden articles such as cabinets, furniture, vehicles, scale models, sports equipment and other parts or products

E Decorating furniture and fixtures by inlaying wood or applying veneer and carving designs

F Finishing surfaces of wooden articles or furniture

New categorization of hazards

New risks

Profile hazards forecast

A Operating **connected, digitized and highly automated** even **autonomous** woodworking machines such as power saws, jointers, mortisers and shapers, and using hand tools to cut, shape and form parts and components.

- Selecting, controlling, mounting and replacement of cutting tools on the woodworking machines.
- Operating **connected, digitized and highly automated** woodworking machines.

B Simulating, using digital twins, to study and optimise plans, verifying dimensions of articles to be made, or preparing specifications and checking the quality and fit of pieces in order to ensure adherence to specifications.

With the help of cobots trim joints and fit parts and subassemblies together to autonomously form complete units using glue and clamps, and reinforcing joints using nails, screws or other fasteners.

Through human-robot collaboration make, restyle and repair various wooden articles such as cabinets, furniture, vehicles, models, sports equipment and other parts or products.

E Create designs, using digital simulation tools like digital twins and augmented reality, and decorate furniture and fixtures by inlaying wood or applying veneer and carving designs with the use of automated machines such as laser-cutting robots and other human-robot collaboration.

Finishing surfaces of wooden articles through highly automated even autonomous machines, robots are that can be remotely operated (with the help of Augmented reality) using big data.

■ No changes ■ New ones ■ Reduced

Forecast of risk changes

Changes: new or reduced risks

Skills and competencies NEW needs

Essential skills and
competences

Essential
knowledge

NEW skills,
knowledge and
competences

		Skills and competences needs					
		Forecast of training new needs due to sector digitization for the occupational profile Cabinet-makers and related workers – ESCO 7522					
		Old or New		Reasons of change			
				Main reasons of change			
		Will it continue to be needed?	Use digitization tools to work in a customer-oriented manner	Using highly digitized, connected and automated (autonomous) woodworking machines	Simulation and use of digital twins to study and optimize	Human-robot collaboration, use of robots, that can be remotely operated (w/ the help of Augmented Reality) using big data	Create designs, using digital simulation tools like digital twins and augmented reality
Essential skills and competences	Apply a protective layer	YES, changed		*		*	
	Apply wood finishes	YES, changed		*		*	
	Clean wood surface	YES, changed		*		*	
	Create furniture frames	YES, changed		*		*	
	Create smooth wood surface	YES, changed		*		*	
	Design objects to be crafted	YES, changed			*		*
	Design original furniture	YES, changed			*		*
	Join wood elements	YES, changed		*		*	
	Operate drilling equipment	YES, changed		*		*	
	Operate wood sawing equipment	YES, changed		*		*	
	Repair furniture frames	YES, changed		*		*	
	Sand wood	YES, changed		*		*	
	Tend boring machine	YES, changed		*		*	
	Construction products	YES, changed	*		*		*
Essential knowledge	Furniture trends	YES, changed	*		*		
	Sanding techniques	YES, changed		*		*	
	Technical drawings	YES, changed	*		*		*
	Types of wood	YES					
	Wood products	YES					
	Woodturning	YES, changed		*		*	
	Critical Thinking and Problem Solving	NEW	*	*	*	*	
NEW skills, knowledge and competences	Collaboration Across Networks and Leading by Influence	NEW	*		*	*	*
	Agility and Adaptability	NEW	*	*	*	*	*
	Initiative and Entrepreneurship	NEW		*	*		*
	Effective Oral - Written Communication	NEW					*
	Assessing and Analyzing Information	NEW	*	*	*	*	*
	Curiosity and Imagination	NEW			*		*
	Digital literacy	NEW	*	*	*	*	*
	Data security	NEW	*		*		*

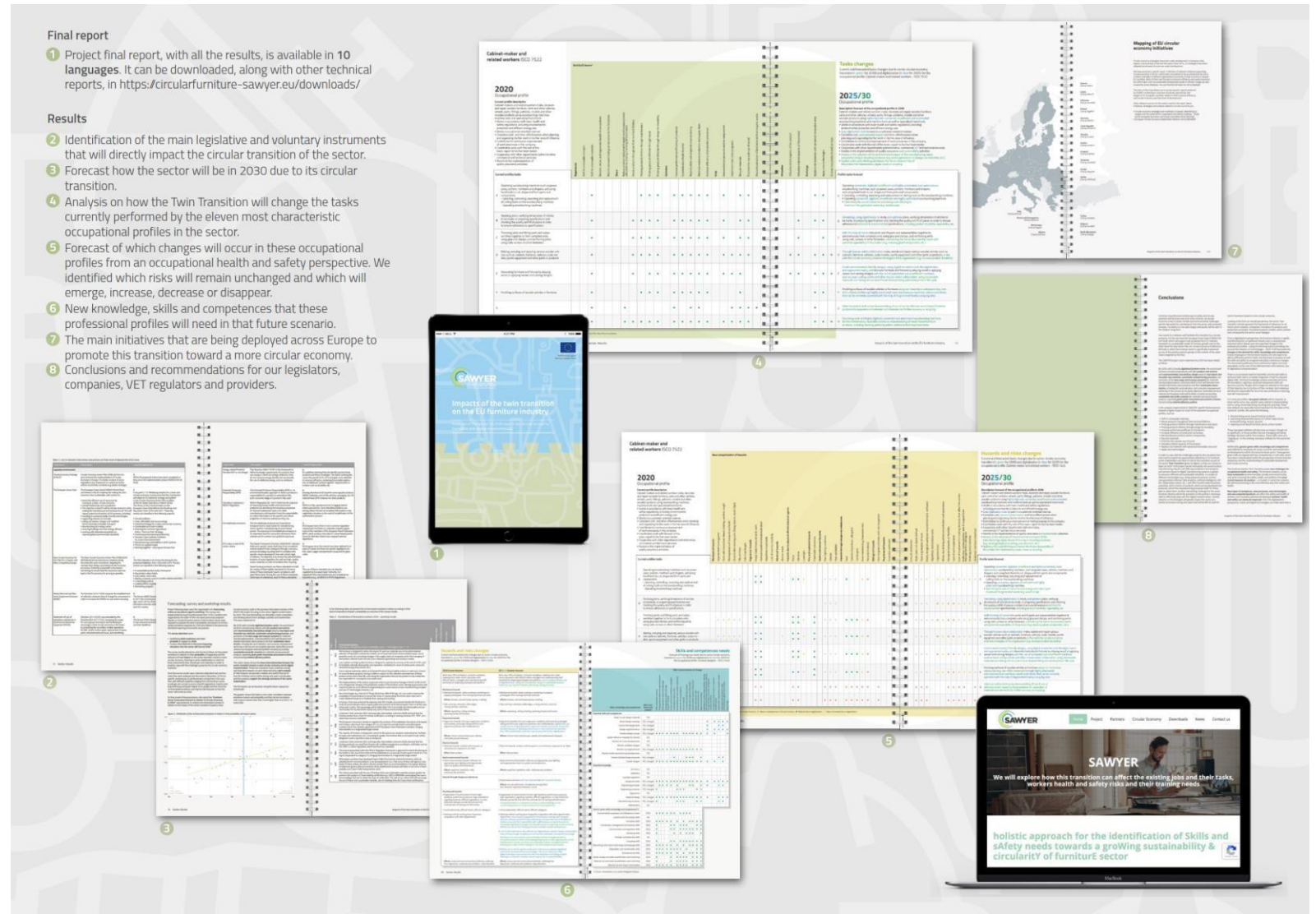
SAWYER materials available at:

<https://circularfurniture-sawyer.eu/downloads/>

SAWYER methodology explanation (video):

www.bit.ly/SAWYERPROJECT

<https://www.youtube.com/@ambitcluster>



Training offer

Skill needs GAP forecasting allow us to develop & deploy a complete and innovative training offer:

<https://ambitcluster.org/en/training-area/projects>

Erasmus+ K2 projects:

	ALLVIEW ALLVIEW - Alliance of Centres of Vocational Excellence in the Furniture and Wood sector 01/11/2020 - 31/10/2024		WOODDIGITAL WOODDIGITAL - Dual learning for Improving Digital Skills of Young Woodworkers 01/10/2020 - 30/09/2022		INTRIDE INTRIDE - Soft, Digital and Green Skills for Smart Designers: Designers as Innovative Triggers for SMEs in the manufacturing sector 01/01/2020 - 31/12/2022
	SAMANTHA SAMANTHA - Nobel Training Programme on Additive Manufacturing towards the Digital Transformation of Toolmaking and Habitat related sectors 01/09/2019 - 31/08/2022		BOLSTER UP II BOLSTER UP II - core profiles for wood and furniture professions 01/03/2018 - 31/03/2020		DITRAMA DITRAMA - Digital Transformation Manager: leading companies in Furniture value chain to implement their digital transformation strategy 01/01/2019 - 31/12/2021
	FACET FACET - Furniture sector Avant-garde Creativity and Entrepreneurship Training 01/11/2018 - 30/04/2021		CRAFT 4.0 CRAFT 4.0 - Enabling the potential of handicraft CRAFT 4.0 01/01/2019 - 29/02/2021		FLAME FLAME - Furniture and Language innovative integrated learning for sector Attractiveness and Mobility Enhancement. 01/11/2018 - 30/04/2021
	FAME FAME - Fostering the Adoption of ICT-enabled AMTs by European SMEs 01/10/2018 - 30/09/2020		EASIMS EASIMS - innovative trAining Solution for implementing Integrated Management Systems (IMS) in SME 01/11/2018 - 28/02/2021		FURN360 Novel Training Approach for Circular Business Model Innovation in the Furniture and Woodworking Sectors 01/12/2017 - 31/05/2020



Gràcies / Thanks

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Cluster Manager
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Clusters as a tool to attract, train and retain talent



Melissa Torres

General Manager at **Beauty Business School**
Academic Director at **Beauty Cluster**



Clusters as a tool to attract, train and retain talent

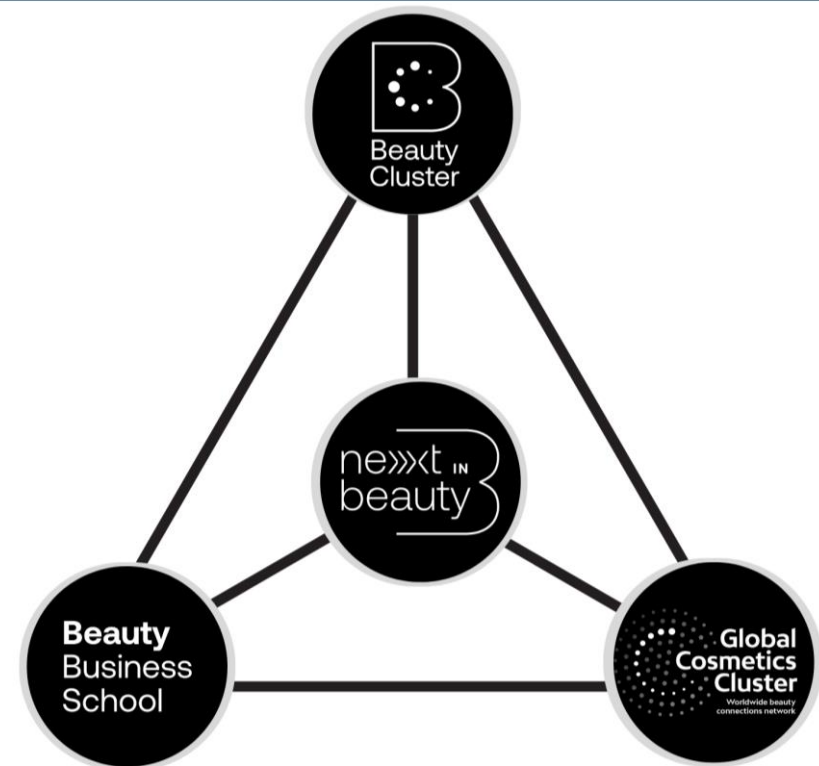
Melissa Torres

- Beauty Cluster was **born in 2014** pushed by Acció and inspired on Cosmetic Valley (France).
- **Today we are the second largest cluster in the world in cosmetics, perfumery and personal care.**
- We have **235 companies** along the Cosmetics, Perfumery and Personal Care value chain.
- Our focus is to support companies and businesses working around **Innovation, going international**, providing **training**, and facilitating **digital transformation, networking** and **sustainability**.
- Since the foundation, training has been a key success driver for the competitiveness of our industry. However there was a huge gap in terms of specific training for industry professionals.



Clusters as a tool to attract, train and retain talent

- Beauty Business School integrates the Cluster Ecosystem by filling the training gap
- Training co-creators since 2018 for and by professionals in the industry
- Some figures:
 - More than **1.000 graduates**
 - More than **70 teachers**
 - **8 areas of expertise**



Our students opinion...

"That it is online and that it is so specific to such a forgotten segment of cosmetics as hair."

"Without a doubt, the program has been a stop along the way. It has helped me to rethink strategies, to question established criteria, to annul prejudices and most importantly to learn new concepts from the hand of high-level professors."

"We presented the presentation we enclosed to the board and they liked it very much, they have approved the project and we are moving forward with our own e-commerce."



La primera escuela de negocios
privada enfocada al sector de la
belleza

**“In learning you will teach, and in teaching
you will learn.”**

— Phil Collins

melissa@beautycluster.es



Generalitat de Catalunya
Government of Catalonia

CLUSTERS AS TOOL TO ATTRACT, TRAIN AND RETAIN TALENT

Ms. Patricia Valdenebro

CEO, TCI Network



The background of the slide features a blue geometric pattern composed of various shades of blue triangles and polygons, creating a modern, abstract design. The pattern is visible at the top and bottom of the slide, framing the central white area.

Networking Lunch





SNAPSHOT OF FUNDING OPPORTUNITIES

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SNAPSHOT OF FUNDING OPPORTUNITIES



Pilar Maza, SC POCTEFA

Cooperación territorial
transfronteriza:
ESPAÑA-FRANCIA-
ANDORRA

Interreg
POCTEFA



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Evolución



2007-2013: 168 mill€



2014-2020: 189 mill€



2021-2027: 243 mill€

**Interreg
POCTEFA**



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l'UNION EUROPÉENNE

Interreg VI-A España-Francia-Andorra (POCTEFA 2021-2027)



14 millones de habitantes

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l'UNION EUROPÉENNE

POCTEFA 2021-2027: ADOPTADO 23 NOV 2022

243 millones de euros
7 prioridades (ejes prioritarios)
4 objetivos políticos
1 objetivo específico INTERREG
15 objetivos específicos

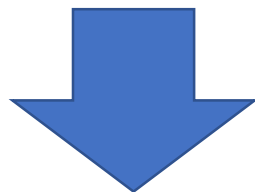


**1ª convocatoria: primer trimestre 2023
(fechas por confirmar)**

**Tasa de intervención 65% FEDER
Al menos 2 beneficiarios de los 3 Estados
del Programa (FR/ESP/AND)**

Novedades:

OP5 y áreas funcionales
Pequeños proyectos
ISO 1 INTERREG



Convocatorias específicas

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PRIORIDADES POCTEFA 2021-2027



Prioridad 1 Crear un espacio común de conocimiento e innovación



Prioridad 2 Proteger y consolidar los valores ecológicos del territorio transfronterizo



Prioridad 3 Facilitar el acceso al empleo y a la formación de calidad en el espacio transfronterizo



Prioridad 4 Construir un espacio transfronterizo inclusivo y socialmente más integrado

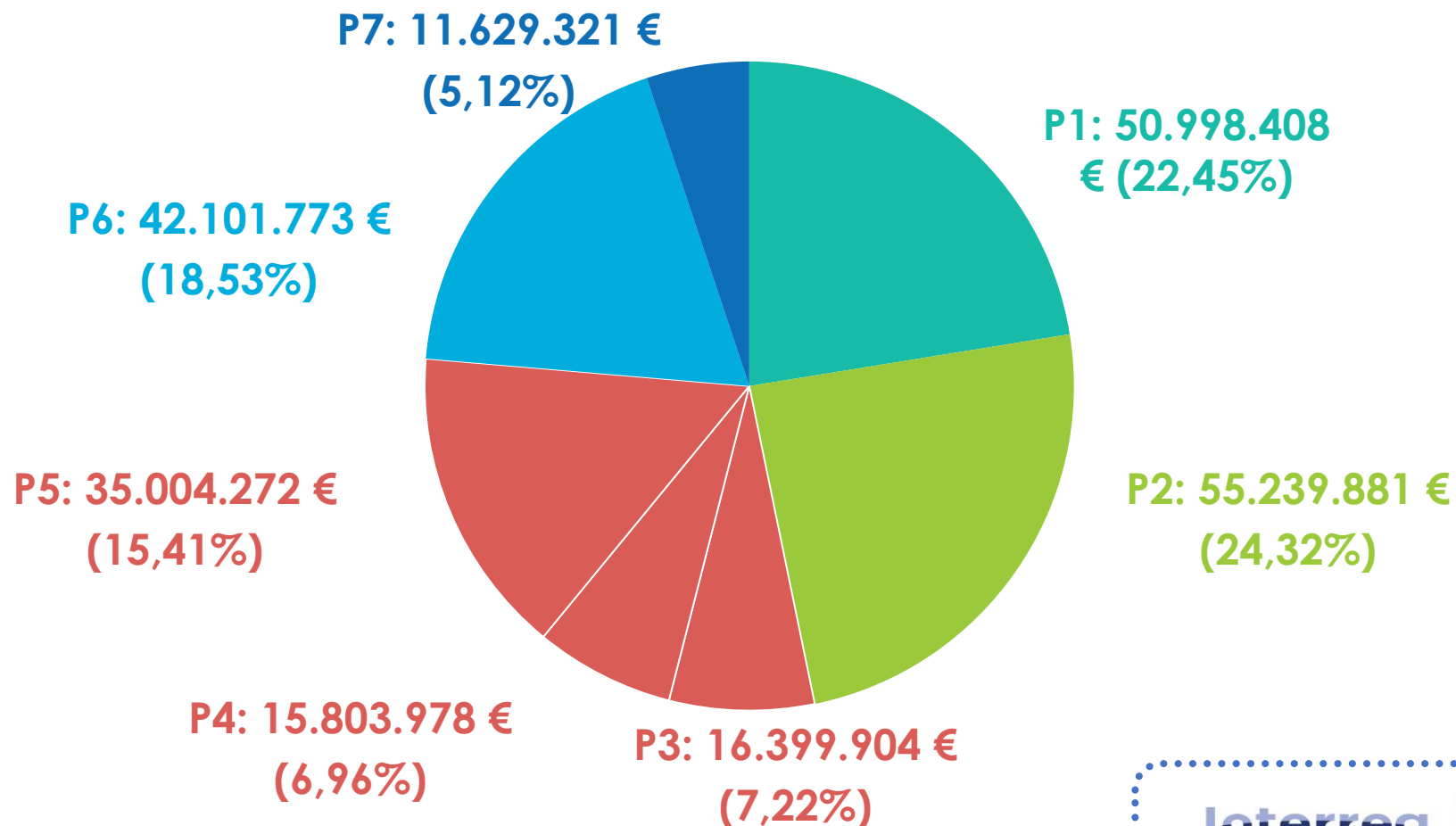
Prioridad 5 Impulsar el territorio transfronterizo como destino turístico sostenible, desarrollar la cultura y el patrimonio común



Prioridad 6 Vertebrar territorial, social y económicamente el espacio transfronterizo

Prioridad 7 Hacia un espacio transfronterizo más integrado

Presupuesto por prioridades (sin AT)



Interreg VI-A España-Francia-Andorra (POCTEFA 2021-2027)

TABLA RESUMEN PRIORIDADES, OPS y Oes POCTEFA 2021-2027

OBJETIVOS POLÍTICOS	OP1 	OP2 	OP4 			OP5 	Objetivo INTERREG 
	Una Europa más inteligente	Una Europa más verde	Una Europa más social			Una Europa más próxima a sus ciudadanos	Una mejor gobernanza
PRIORIDADES	1 Crear un espacio común de conocimiento e innovación	2 Proteger y consolidar los valores ecológicos	3 Facilitar el acceso al empleo y a la formación	4 Construir un espacio inclusivo y socialmente integrado	5 Impulsar el turismo sostenible, desarrollar la cultura	6 Vertebrar territorial, social y económicamente el espacio	7 Hacia un espacio transfronterizo más integrado
OBJETIVOS ESPECÍFICOS	(i) Investigación e innovación (ii) Digitalización (iii) Crecimiento sostenible de las pymes	(iv) Cambio climático y prevención del riesgo de catástrofes (v) Acceso al agua (vi) Economía circular (vii) Protección y conservación de la naturaleza	(i) Inclusividad en el mercado laboral (ii) Acceso igualitario en la educación y formación	(iii) Inclusión socio económica a través de actuaciones integradas. (v) Igualdad de acceso a la asistencia sanitaria	(vi) Refuerzo del papel de la cultura y el turismo sostenible	(ii) En las zonas no urbanas, fomento del desarrollo local social, económico, medioambiental, cultural, patrimonio natural, turismo sostenible y seguridad.	(i) Mejorar la capacidad institucional de las autoridades públicas (ii) Mejorar la eficacia de la administración pública

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Prioridades y Objetivos Políticos



Prioridad 1

Objetivo Político 1:

Una Europa más inteligente, promoviendo una transformación económica innovadora e inteligente



Prioridad 2

Objetivo Político 2:

Una Europa más verde y baja en carbono, promoviendo una transición energética limpia y equitativa, la inversión verde y azul, la economía circular, la adaptación al cambio climático y la prevención y gestión de riesgos

Prioridad 3

Prioridad 4



Objetivo Político 4:

Una Europa más social mediante la aplicación del pilar europeo de derechos sociales

Prioridad 5

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l'UNION EUROPÉENNE



Prioridad 6

Objetivo Político 5:

Una Europa más próxima a sus ciudadanos, fomentando el desarrollo integrado y sostenible de las zonas urbanas, rurales y costeras y las iniciativas locales.



Prioridad 7

Objetivo Específico INTERREG:

Una mejor gobernanza INTERREG

Interreg
POCTEFA



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Cofinancé par
l'UNION EUROPÉENNE

Prioridades y Objetivos Específicos



Prioridad 1

Objetivo Específico 1.i :

Desarrollar y mejorar las capacidades de investigación e innovación y la adopción de tecnologías avanzadas

Objetivo Específico 1.ii :

Aprovechar los beneficios de la digitalización para los ciudadanos, las empresas, los organismos de investigación y las autoridades públicas

Objetivo Específico 1.iii :

Potenciar el crecimiento sostenible y la competitividad de las PYME y la creación de empleo en las mismas, incluso mediante inversiones productivas



Prioridad 2

Objetivo Específico 2.iv :

Promover la adaptación al cambio climático y la prevención del riesgo de catástrofes, la resiliencia, teniendo en cuenta los enfoques basados en los ecosistemas

Objetivo Específico 2.v :

Promover el acceso al agua y la gestión sostenible del agua



Prioridad 2

Objetivo Específico 2.vi :

Promover la transición a una economía circular y eficiente en el uso de los recursos

Objetivo Específico 2.vii :

Mejorar la protección y preservación de la naturaleza, la biodiversidad y la infraestructura verde, incluso en las zonas urbanas, y reducir todas las formas de contaminación



Prioridad 3

Objetivo Específico 4.i :

Mejorar la eficacia y el carácter inclusivo de los mercados de trabajo y el acceso al empleo de calidad mediante el desarrollo de la infraestructura social y la promoción de la economía social

Objetivo Específico 4.ii :

Mejorar la igualdad de acceso a servicios inclusivos y de calidad en la educación, la formación y el aprendizaje permanente mediante el desarrollo de infraestructuras accesibles, incluso fomentando la capacidad de recuperación de la educación y la formación a distancia y en línea



Prioridad 4

Objetivo Específico 4.iii :

Promover la inclusión socioeconómica de las comunidades marginadas, los hogares de bajos ingresos y los grupos desfavorecidos, incluidas las personas con necesidades especiales, mediante acciones integradas que incluyan la vivienda y los servicios sociales

Objetivo Específico 4.v :

Garantizar la igualdad de acceso a la atención sanitaria y fomentar la resistencia de los sistemas sanitarios, incluida la atención primaria, y promover la transición de la atención institucional a la atención familiar y comunitaria

Interreg VI-A España-Francia-Andorra (POCTEFA 2021-2027)



Prioridad 5

Objetivo Específico 4.vi :

Potenciar el papel de la cultura y el turismo sostenible en el desarrollo económico, la inclusión social y la innovación social



Prioridad 6

Objetivo Específico 5.ii :

Fomentar el desarrollo local social, económico y medioambiental integrado e inclusivo, la cultura, el patrimonio natural, el turismo sostenible y la seguridad, en zonas distintas de las urbanas

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Zone fonctionnel montagne est

En cours: manifestation d'intérêt.

Jusqu'au 15 décembre 2022

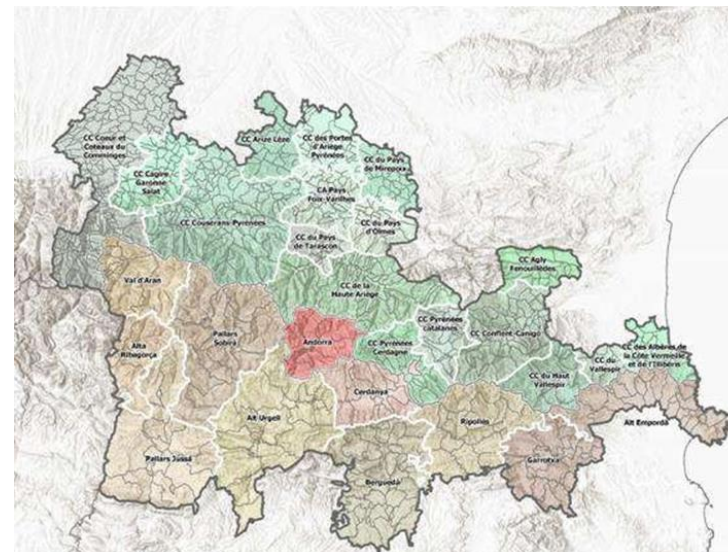
Thématiques:

Pôle territoire de santé

Pole de spécialisation en sport e tourisme de plein air

Thématiques transversales: mobilité et connectivité

<https://fonseuropeus.gencat.cat/ca/detalls/article/manifestacio-interes-area-funcional-muntanya-est#googtrans%28ca|es%29>





Prioridad 7

Objetivo Específico INTERREG i :

Mejorar la capacidad institucional de las autoridades públicas, en particular las que tienen el mandato de gestionar un territorio específico, y de las partes interesadas

Objetivo Específico INTERREG ii :

Mejorar la eficacia de la administración pública promoviendo la cooperación jurídica y administrativa y la cooperación entre los ciudadanos, los agentes de la sociedad civil y las instituciones, en particular, con vistas a resolver los obstáculos jurídicos y de otro tipo en las regiones fronterizas

www.poctefa.eu
info@poctefa.eu







PITCHING SESSION

PITCHING SESSION



Ms. Teodora Jilkova

ECCCP Team Member, Veritas
Cluster



Coffee Break





CLUSTER DRIVEN INTERREGIONAL COLLABORATION IN THE FRAMEWORK OF THE PRIORITIES OF CATALONIA

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Cluster driven interregional collaboration in the framework of the priorities of Catalonia



Mr. Alberto Pezzi



Mr. Juan Manuel Fernández

Ms. Ira Racina



Mr. Stefan Büchele



Ms. Alba Quer Romero



EBRO H2 CORRIDOR and PYRENEES H2 WORKING GROUP: INTERREGIONAL COOPERATION

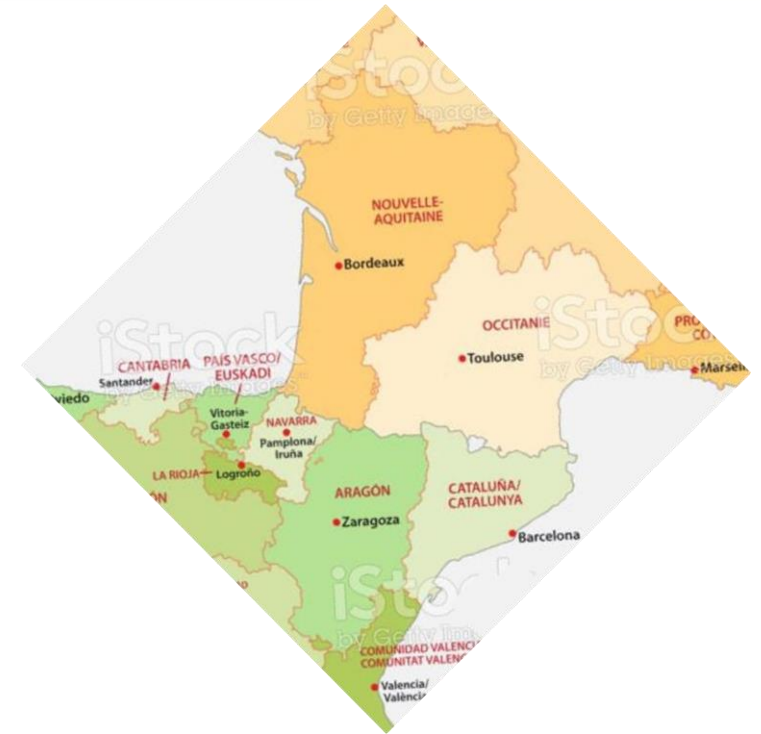
Juan Manuel Fernández

Project manager at EVE
(Basque Energy Agency)



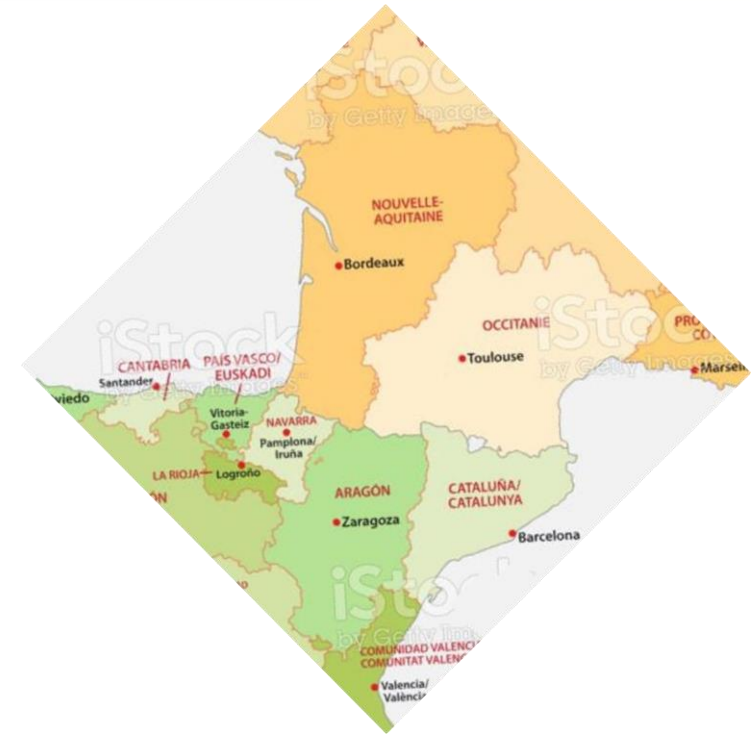
EBRO H2 CORRIDOR and PYRENEES H2 WORKING GROUP: INTERREGIONAL COOPERATION

1. Ebro Hydrogen Corridor
2. Hydrogen Working Group
at Comunidad de Trabajo
de los Pirineos

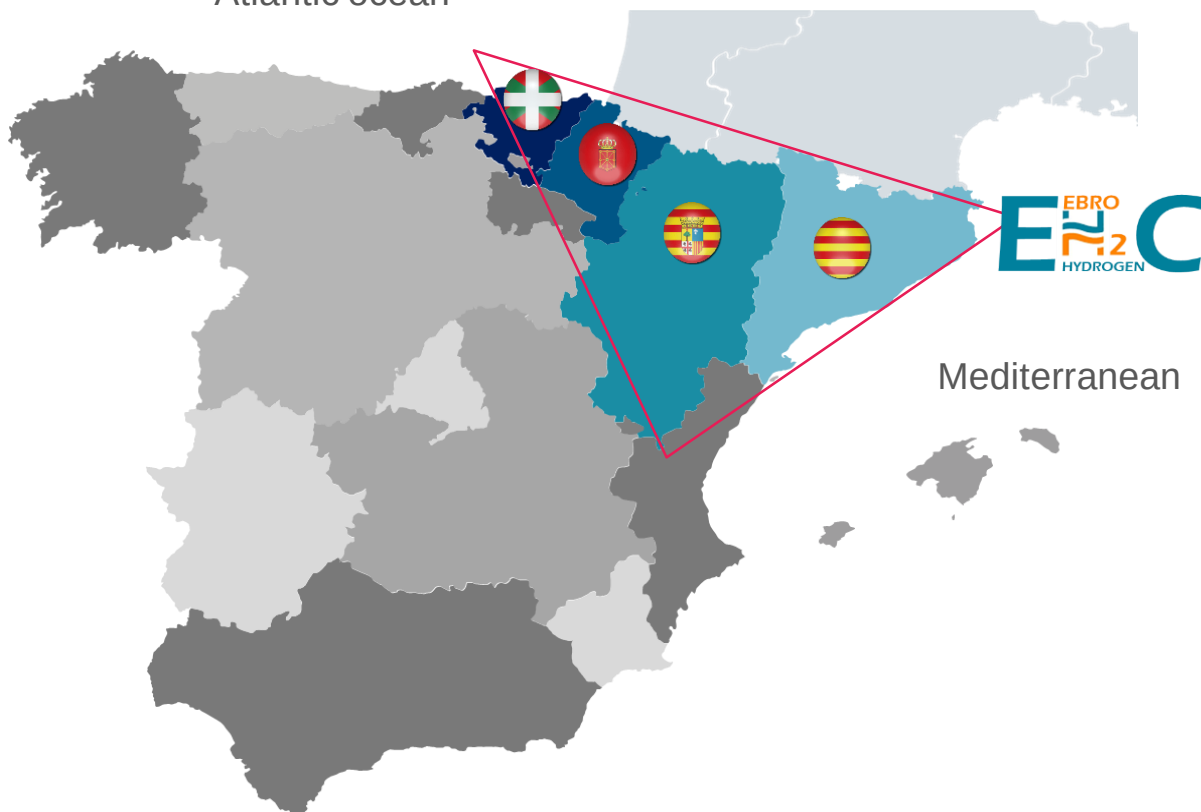


EBRO H2 CORRIDOR and PYRENEES H2 WORKING GROUP: INTERREGIONAL COOPERATION

1. Ebro Hydrogen Corridor
2. Hydrogen Working Group
at Comunidad de Trabajo
de los Pirineos



Atlantic ocean



Mediterranean

Joint initiative made up of **4 regional hydrogen valleys**:

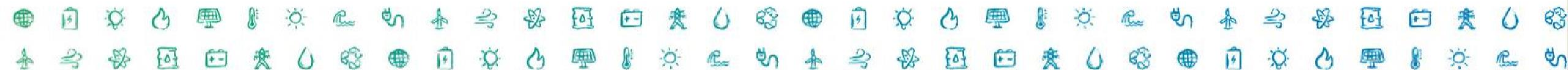
BASQUE COUNTRY + NAVARRE + ARAGON + CATALONIA

Goals:

- **Share** information
- Take advantage of **complementarities**
- Generate **synergies**
- **Up-scale** dimension
- Undertake **collaborative projects**

Main features:

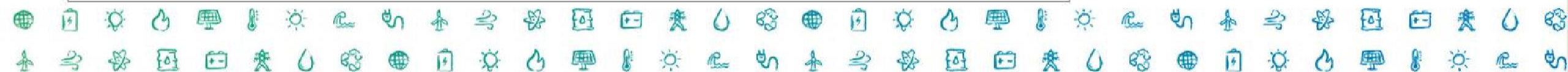
- Public-Private collaboration.
- Whole hydrogen value chain.
- Development of technological and industrial capacities.



INTERREGIONAL COOPERATION PROTOCOL FOR THE PROMOTION OF GREEN HYDROGEN IN ARAGÓN, CATALONIA, NAVARRE AND THE BASQUE COUNTRY



LETTER OF SUPPORT



Nov – 2021

First meeting
BASQUE
COUNTRY

Apr – 2022

Protocol Signing
ARAGON

May – 2022

First operative
meeting
NAVARRE

May – 2022

Presentation at
the Pyrenees
Working
Community

Jun – 2022

Operative
meeting
BASQUE
COUNTRY

4 NOVEMBER 2022

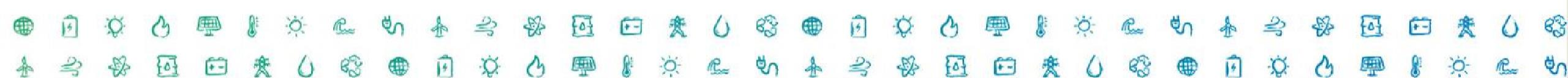


I FORO DEL
CORREDOR DEL
HIDRÓGENO DEL EBRO

TUDELA - NAVARRE

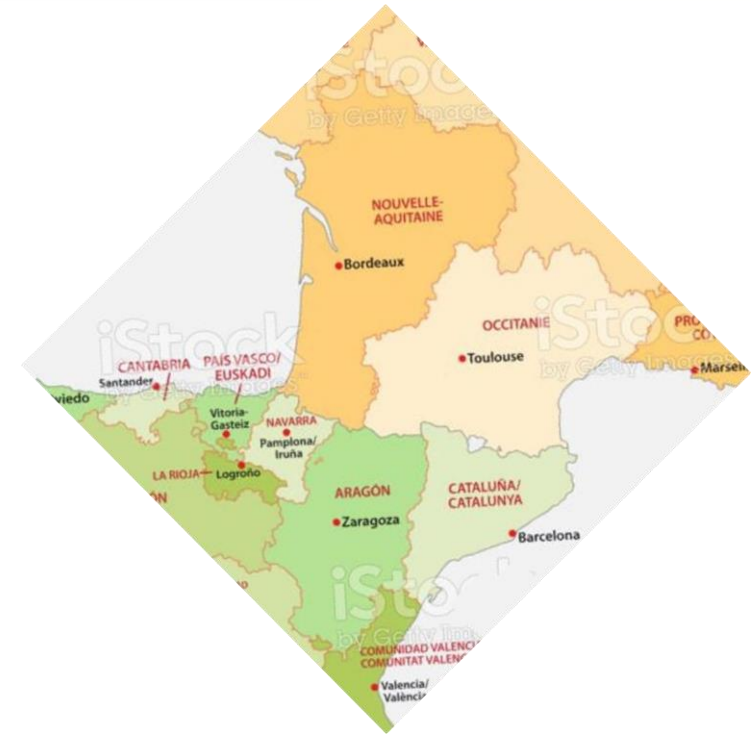


NEXT STEPS: WORKING GROUPS START-UP, KPIs, 2023 MANAGEMENT PLAN...



EBRO H2 CORRIDOR and PYRENEES H2 WORKING GROUP: INTERREGIONAL COOPERATION

1. Ebro Hydrogen Corridor
2. Hydrogen Working Group
at Comunidad de Trabajo
de los Pirineos



COMUNIDAD DE TRABAJO DE LOS PIRINEOS – H2 WORKING GROUP

SCALING-UP (COMPLEXITY)

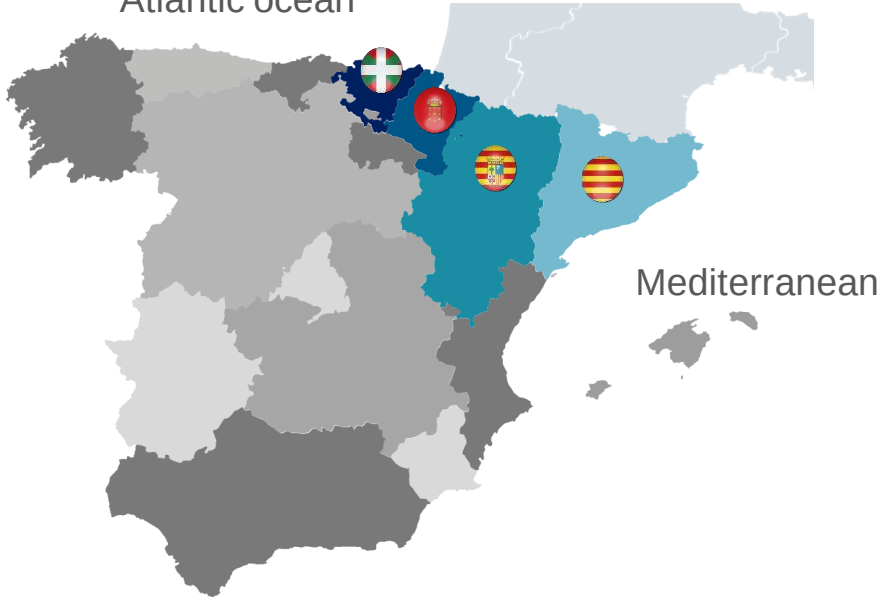
1 country → 3 countries

4 regions → 7 territories

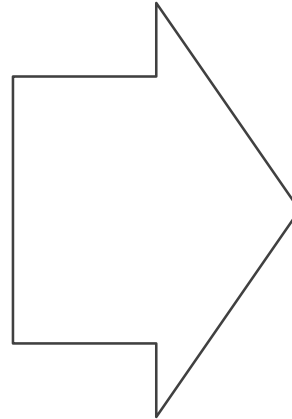
1 language → 5 languages



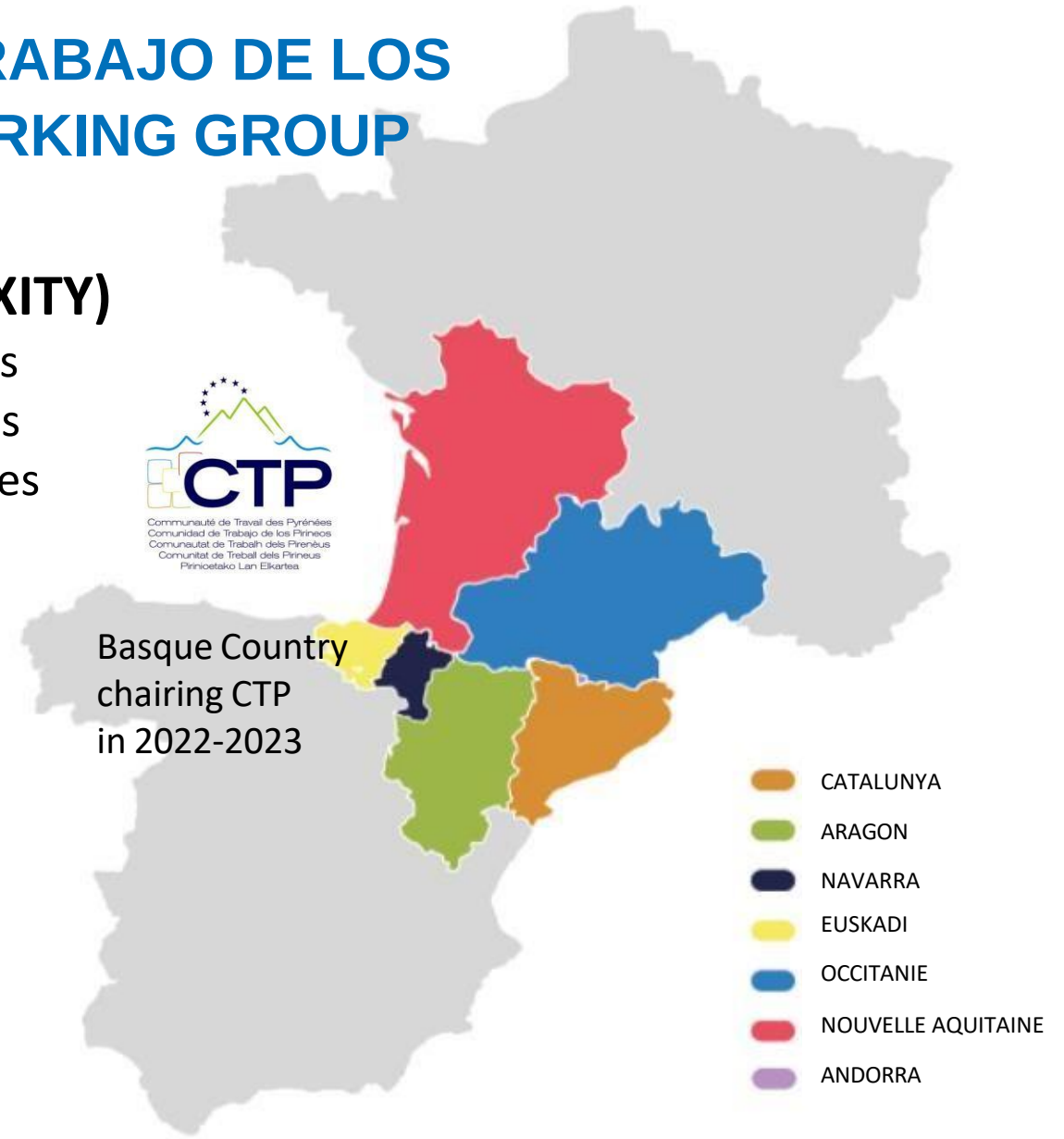
Atlantic ocean



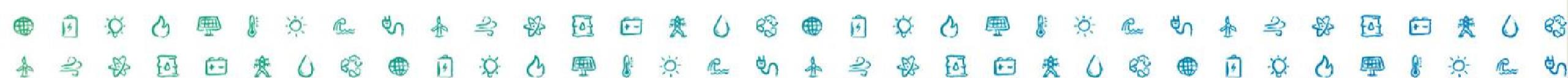
Mediterranean



Basque Country
chairing CTP
in 2022-2023



- CATALUNYA
- ARAGON
- NAVARRA
- EUSKADI
- OCCITANIE
- NOUVELLE AQUITAINE
- ANDORRA



COMUNIDAD DE TRABAJO DE LOS PIRINEOS – H2 WORKING GROUP



WG COORDINATION

subWG-1

CAPACITY MAPPING

Compilation and homogenization of the information available in each territory on the capacities of its agents.

GLOBAL MAP OF THE
PYRENEAN VALUE
CHAIN

subWG-2

COLLABORATION SPACE

Meetings, workshops, webinars, project presentations, partner search sessions, etc.

ACTIVITY RECORD,
RESULTS AND
CONCLUSIONS

subWG-3

COOPERATION PROTOCOL

Establishment of the scope of the area of cooperation, definition of the type of document and drafting of the document.

DECLARATION,
AGREEMENT OR
PROTOCOL

DESCRIPTION

DELIVERABLES
November 2023

Thank you very much
jmfernandez@eve.eus



Generalitat de Catalunya
Government of Catalonia

Cluster driven interregional collaboration in the framework of the priorities of Catalonia

Ms. Ira Racina

Head of International
Cooperation, Latvian IT cluste



Co-financed from the European Union COSME Programme, AUMENTA is a novel and interdisciplinary project aimed at **speeding up network internationalization** of food, ICT Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and **Fast Moving Consumer Goods (FMCG 4.0)**

It concentrates its effort on boosting **European SMEs internationalization** beyond Europe by intensifying **cluster and business network collaboration**.

AUMENTA is especially focused on **SMEs** that are part of **industrial value chains** in the following areas:

- **Food Economy 4.0 (FOOD 4.0)** – cross-sectoral connection of agrifood, IT & Industry 4.0 that link traditional and new actors with end users in new ways;
- **Industry 4.0 and digital solutions** applied to food sectors - cross-sectoral and multilevel approach that connects food sector with IT/Industry 4.0 solutions and are the core & final element of the value chains.



AUMENTA is powered by 5 clusters from complementary sectors -food & ICT/Industry 4.0 - that jointly represent **739 SMEs** - and interconnect partners from four countries:

- **Spain** (Mediterranean Europe),
- **Poland** (Central Europe),
- **Latvia** (Baltic States) and
- **Lithuania** (Baltic States).

The project links high-technology clusters and innovation business networks:

- **Digital Innovation Hub** and ICT/Industry 4.0 cluster (**OnGranada Tech City** and **Latvian IT Cluster**)

with traditional sectors:

- **Smart Food Cluster** (food & beverages) – coordinated by LITMEA
- **Food Products Quality Cluster** (food & beverages) – coordinated by LFFC/FPQC

and cross-sectoral alliances:

- **UNIMOS Alliance** (cross-cluster and cross-sectoral Alliance).



Simultaneous and network international expansion of European clusters and SMEs

AUMENTA promotes a **simultaneous international expansion** of cluster organizations and its members to consciously selected third countries beyond Europe:

- **Morocco** - as a strategic gate to North African/ South-Mediterranean (MEDA) markets;
- **Georgia** - as a strategic gate to Caucasus & former URSS markets;
- **Uruguay** - as a strategic gate to Latin American markets.



**Intersectoral
internationalization**

Food and ICT



Intercontinental approach

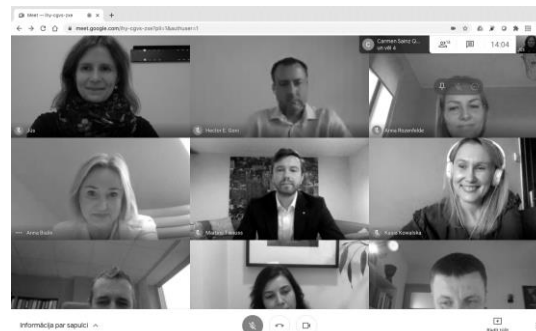
Latin America
North Africa
Caucasus and Central Asia



86
SMEs having directly or indirectly benefited from the supported actions, resulting in cooperation projects (unique SMEs)

5
B2B and C2C matchmaking events (business missions) organized in targeted countries (3 online, 2 on-site)

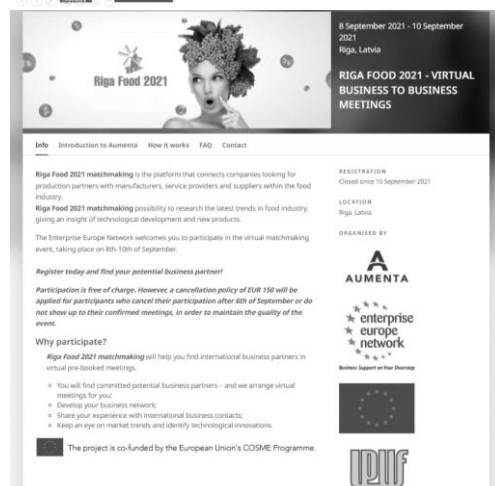
3
Virtual masterclasses for SMEs and clusters



4
Fact-finding (C2C) missions to targeted third countries

283
Physical and virtual meetings for SMEs and clusters

24
Cooperation agreements between EU and international partners



30
Business agreements between EU SMEs and international companies

125
Members of Virtual X-Industry Internationalization Club with intercontinental funding radar

2
Incoming *online* missions for international partners from third countries

LESSONS LEARNT

- Importance of target market and EU partners representatives' language skills.
- AUMENTA proposed methodology by establishing network of well-selected Ambassadors as third country local experts with international expertise about selected target markets has been proved as success-leading working model in target markets.
 - › Trust building via Ambassadors contacts' network
 - › Tailored-made approach for each target market aligned with market specifics (culture, business, mentality).
 - › Ambassadors have to be with local intelligence about EU companies' opportunities in the third markets, know local language.
 - › Ambassadors and SMEs must find «perfect fit» between each other in order to succeed.
 - › EU mindset and business market experience.
 - › Dedicated consortium partner, who is responsible for each target market overall coordination and Ambassadors assignments
- Using synergies of on-going initiatives and activities
- Regular communication with SMEs to understand their export focus
- Personal network of contacts

Cluster driven interregional collaboration in the framework of the priorities of Catalonia

Mr. Stefan Büchele

Head of International
Cooperation, emobil BW



e-mobil BW

- State Agency for New Mobility Solutions and Automotive in Baden-Württemberg
- promoting networking of all players and funding options in the sectors of future mobility solutions
- coordinating the Strategic Dialogue for the Automotive Sector in Baden-Württemberg
- cluster and network management for Cluster Electric Mobility South-West and Cluster Fuel Cell BW



Four Motors for Europe

- interregional partnership and cooperation initiated in 1988, one of the first European network of regions
- regions: Auvergne-Rhône-Alpes, Baden-Württemberg, Catalonia, Lombardy
- purpose: learn from each other, find innovative solutions for key topics of the future
- fields of cooperation: economic development, research and innovation, climate and environment, transport and mobility, etc.



VIER MOTOREN FÜR EUROPA
QUATRE MOTORS PER A EUROPA
QUATTRO MOTORI PER L'EUROPA
QUATRE MOTEURS POUR L'EUROPE



Working Group Electric and Hydrogen Mobility

- working group initiated by the Four Motors for Europe working group “Economy” in 2010
- regular exchange of relevant regional clusters and innovation networks in the field of future mobility solutions
- purpose of the working group:
 - exchange on recent development projects and strategies
 - development of joint positions to regional governments and EU
 - initiation of project ideas and proposals
 - networking of companies, universities and research institutes



Members of the working group

- **Auvergne-Rhône-Alpes:** CARA European Cluster for Mobility Solutions
- **Baden-Württemberg:** e-mobil BW – State Agency for New Mobility Solutions and Automotive Solutions
- **Catalonia:** ACCIÓ/OPTIMA
- **Lombardy:** Lombardy Mobility Cluster/Politecnico di Milano
- **Flanders** (associated region): FlandersMAKE
- **Wales** (associated región): Welsh Government



Working Group Electric and Hydrogen Mobility

- **current topics:**
 - regional strategies on transformation in automotive sector
 - support for small and medium-sized automotive suppliers
 - electrification and digitalisation in the transport sector
 - hydrogen and fuel cell technology
- **milestones:**
 - joint project proposals to Horizon 2020 and further calls
 - joint mission of Four Motors for Europe to Netherlands (2019)
 - position paper on effects of pandemic on automotive sector

Stefan Büchele

e-mobil BW

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Generalitat de Catalunya
Government of Catalonia

Cluster driven interregional collaboration in the framework of the priorities of Catalonia

Ms. Alba Quer

EEN project coordinator, ACCIÓ

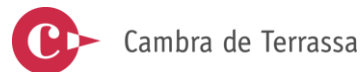


enterprise europe network

Helping ambitious SMEs innovate and grow internationally

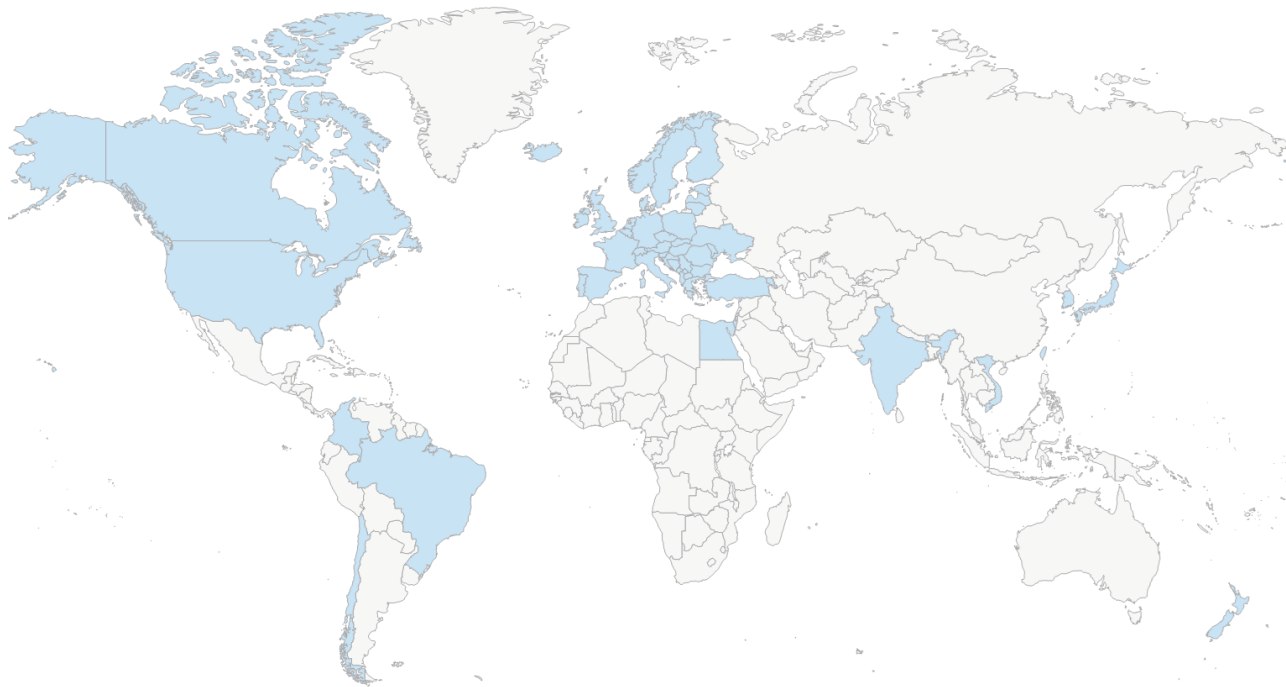
Alba Quer

EEN Consortium Coordinator in Catalonia



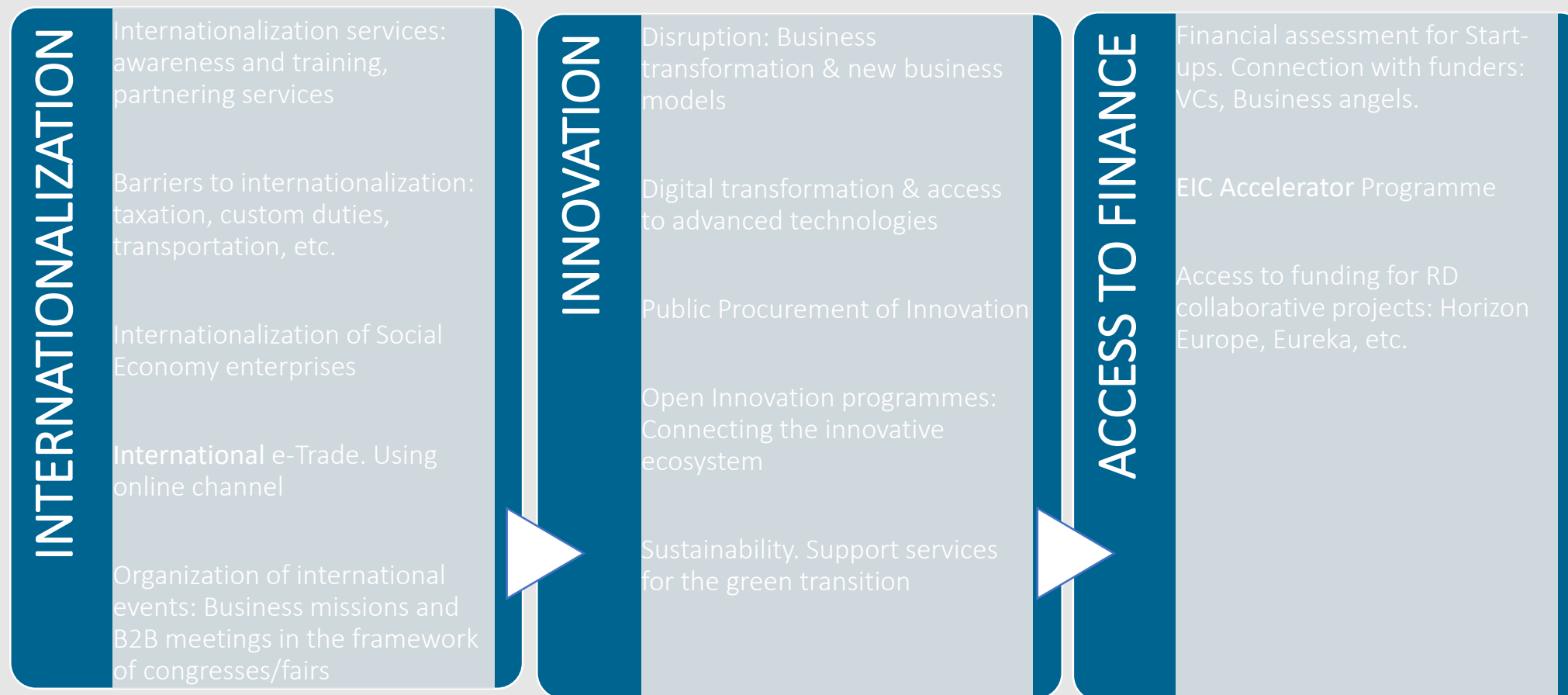
ENTERPRISE EUROPE NETWORK (EEN)

139



+ 470 organisations
+ 60 countries
164.5 million € for 3 years





B2B events organised in Catalonia 2022 in numbers

- 2000+ participants (Startups, SMEs, research centers, universities, corporations, investors)
- 50 nationalities represented
- EEN collaborations in the network: 100+ partners

Brokerage events vs Open Innovation Challenges

- **Brokerage event:** Offer-driven B2B meetings event
- **Open Innovation Challenges:** Demand-driven B2B meetings event focused on tech challenges



Brokerage Events & Open
Innovation Challenges
organized in Catalonia (B2B
Events)

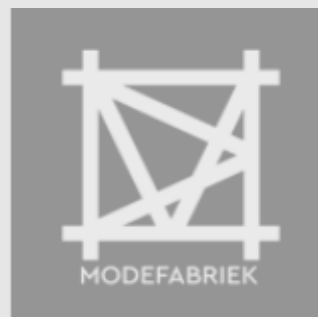


B2B EVENTS IN TRADE SHOWS/CONGRESSES

142



Brokerage Events
organized by the EEN
nodes abroad



Areas of expertise

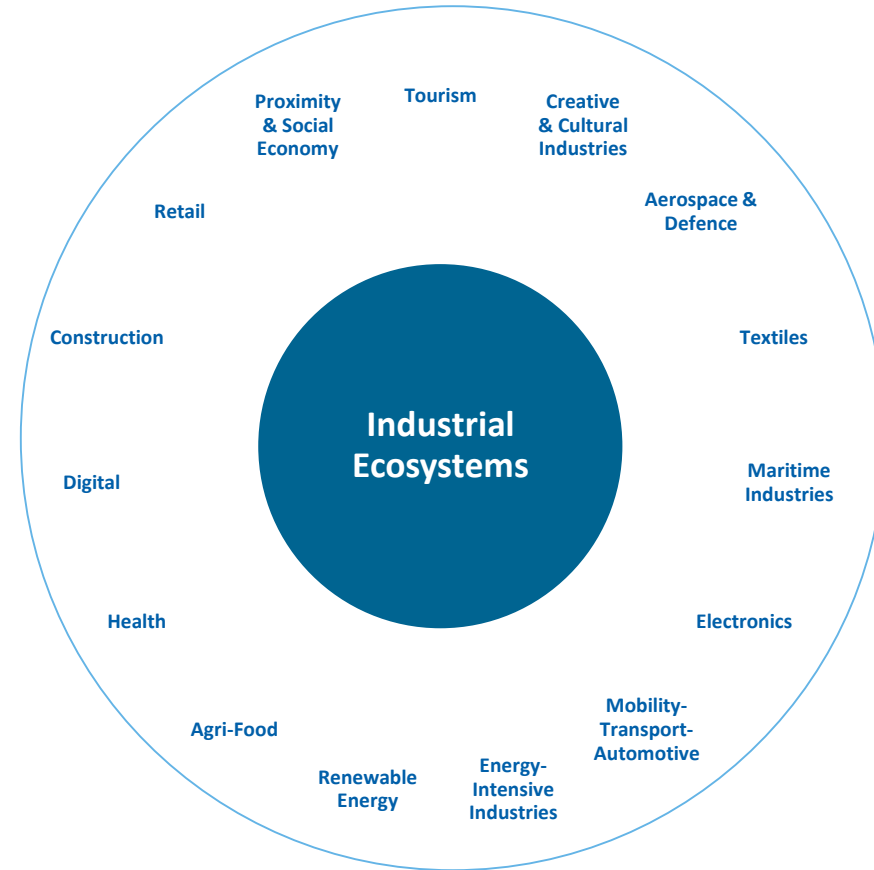
Sector Groups

- 15 SGs aligned with the industrial ecosystems
- Client-oriented activities
- Connecting with ecosystem stakeholders
- Providing policy feedback



Thematic Groups

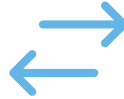
- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback



Areas of expertise

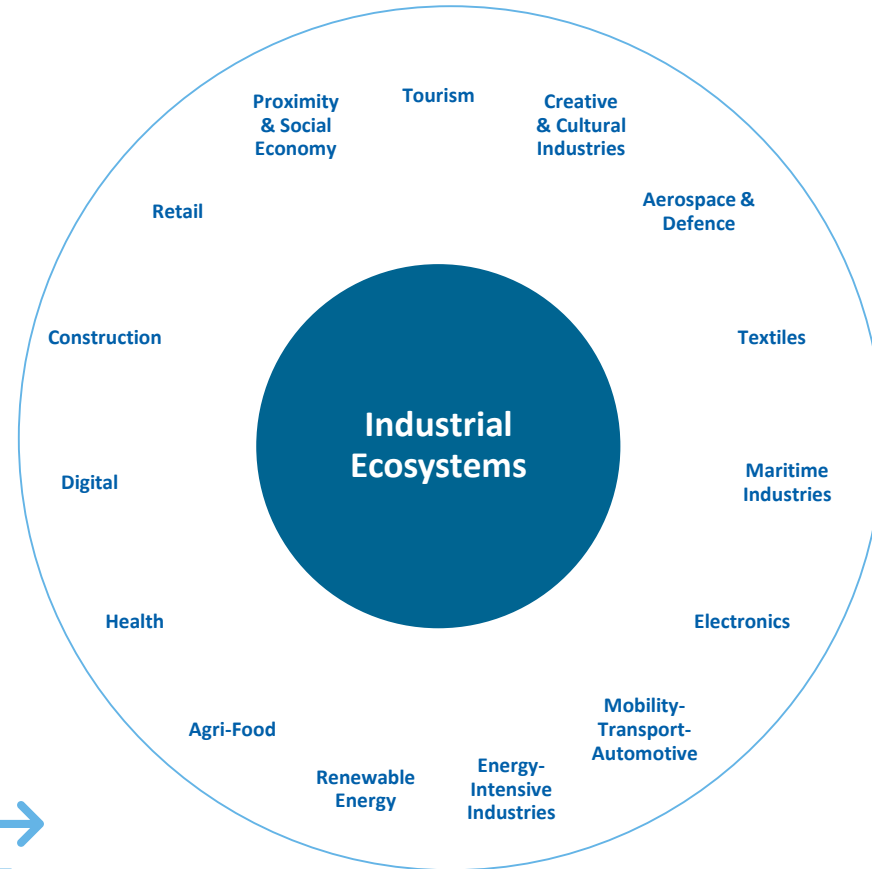
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Thematic Groups

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- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback





Main takeaways

Ms. Emma Vendrell

Team Leader of International
Projects, Business Strategy Unit, ACCIÓ

