



An initiative of the European Union

CLUSTERS MEET REGIONS

ANNEX II |
WHITE BOOK |



EUROPEAN CLUSTER
COLLABORATION PLATFORM

**Next
GEN
EU** 

*The information contained in this document is for general guidance only.
The final collaboration arrangements will be agreed in due time between the selected Local Host
and the European Cluster Collaboration Platform.*

1. General information

Clusters meet Regions workshops are helpful for cluster managers and policy makers resulting in the engagement of clusters in the regional priorities. Regional authorities need to know their clusters and understand how they can shape, improve, and effectively help in the design and the implementation of the regional development policies. Cluster organisations and their members should take actions and implement projects that are relevant for the economic development of their local communities.

The topic of Clusters meet Regions events will be aligned with the development priorities of the regions interested in hosting this event; in line with the EU updated industrial strategy¹ for green and digital transition and resilience building and according to their smart specialisation strategies² developed at national and/or regional level. Local clusters should facilitate engagement and collaboration with other European clusters in the same or related economic activities and thus complement regional assets and reinforce capacities to lead green transition, accelerate digital transition and build resilience.

2. Programme schedule

The workshops will be organised in the framework of the European Cluster Collaboration Platform (ECCP) activities, with the support of the ECCP team. They should be organised as live/or hybrid events of 1.5-2 days programme and held in English. In cases where combined with local events, it is required to ensure interpretation into English of the content of the local event because the audience of ECCP events is always international.

3. Dates

Clusters meet Regions workshops are intended to be held during the working weekdays, preferably on Tuesday, Wednesday, or Thursday, avoiding major international holidays, school holidays, as well as summer/winter holidays. It is of great interest to connect the workshop to already existing major (B2B) events (exhibition, conference), falling into the thematic priority areas.

¹ [Updating the 2020 Industrial Strategy \(europa.eu\)](https://european-council.europa.eu/media/en/press-communications/infographic/infographic_2020-industrial-strategy.pdf)

² [Home - Smart Specialisation Platform \(europa.eu\)](https://ec.europa.eu/economic-affairs/smart-specialisation/)

4. Workshop format

As the COVID pandemic is no longer affecting the live events, the foreseen format is live event. In case of change of health regulations and recommendations of executing live events, ECCP events team and the local host alliance, will jointly evaluate the options and uphold the local regulations in place at the time of the Workshop. Therefore, if the local government does not allow for meetings and events to take place at the foreseen time of the event, the Workshop will become hybrid or 100% virtual. In the event of other unforeseen and force major circumstance, the event could be postponed.

5. Venue & Meeting requirements

There is no strict requirement for the choice of the venue. All options are welcomed (conference hotel, university, technology park, etc.). Make sure that there is access for disabled attendees.

The costs for all following requirements are to be covered by the Hosting Organisation.

a. Conference room

- Number 1
- Seating capacity: up to 150
- Days: 1,5–2 (based on the proposed agenda)
- Technical equipment AV facilities, excellent internet connection including a laptop, screen, VGA projector, stage with lectern and micros and equipment to have remote speakers and attendees.

b. Meeting rooms

- Number 2
- Seating capacity: up to 50 (for breakout sessions if any)
- Days: 1.5-2 (based on the proposed agenda)
- Technical equipment: Av facilities, Internet connection including a laptop and VGA projector for every meeting room and equipment to have remote speakers, attendees.

c. ECCP office room

- Number 1
- Seating capacity 5
- Days 2
- Technical equipment: Internet wireless connection, laser colour printer and photocopy facility

Room set up (mainly for the meeting rooms) may vary and change during the day. The Hosting Organisation should also provide the ECCP organising team with a map and information on the venue facilities.

d. Welcome desk

The welcome desk should be equipped with competent staffs (at least 2 pax),

provided by the Hosting organisation. The desk should be operational before the arrival of the participants till the end of the workshop programme.

6. Social programme and catering

The various networking elements during the Workshop include coffee and tea breaks, lunches and site visits and will be open to all participants.

Site visits are optional and on the demand of the Hosting Organisation with a view to promote the local ecosystem and strengths. Their organization is not supported by the ECCP team, which is however engaged into promoting them as organic elements of the programme and including them in the registration form. The ECCP team can however advise on the most successful formats/scheduling.

Welcome reception and dinner (day 1) are offered to limited guests (speakers and officials) and are by invitation only. The proposal should include 2 lunches, 3 - 4 coffee breaks, 1 reception and 1 dinner, following the agenda:

DAY 0

- Evening – Reception (for speakers and officials), by invitation only

DAY 1

- Morning - 1 coffee break
- Lunch – for all attending speakers, delegates, press
- Afternoon – 1 coffee break
- Evening - Dinner (for all speakers and officials), by invitation only

DAY 2

- Morning - 1 coffee break
- Lunch, for all attending speakers, delegates, and press
- Afternoon – 1 coffee break (depend on the proposed agenda)

Special menus for vegetarians and allergic people should be considered. Information on the requirements shall be provided by ECCP organising team prior the event, following the information gathered through the registration system.

7. Programme schedule

By visiting the ECCP [website](#), you will be able to find the background information of all 'Clusters meet Regions' events held in the period 2022-2023, and those scheduled already.

In each event's page you will find all details, the concept notes and agenda of the event, the "Input Paper" and participant's booklet produced, video recording (if available), event summary, proceeding report and more.

Below is an overview of the recommended structure that proved to be the best work so far. Changes can obviously be proposed.

Recommended Agenda Structure	
Day 1	Day 2
Welcoming remarks	Match-making event (optional)
Setting up the scene: Presentation of the Input paper Existing Cluster Policies	
Block I – Regional Economic Development	
Block II – Regional Economic Cooperation (Regional authorities and Clusters)	Site Visits (optional)
Block III – Cross-sectorial and interregional cooperation (Success stories, joint projects).	Other side events engaging clusters from other European regions such as international projects' meetings, international networks meetings, etc. (optional)
Block IV - Pitching Session (opportunity to present local and international organisations in specific format).	
Block V – Regional and EU financial Instruments and Programmes	

8. Technical equipment and technicians

The standard technical equipment for meeting rooms has been already outlined in point 5 in the current document. Below is listed further specifications, as well AV equipment for hybrid event with approx. 100-150 pax in the main conference room and approx. 200pax online via Zoom videoconferencing platform:

Sound

- PA system suitable for the main conference room/venue

Digital mixer

- 5 (or more) headset microphones for the speakers on the podium
- 2 handheld microphones for the local audience during Q&A session
- Monitor speakers on the podium for remote connections
- If media invited - monitor speaker for them

Video

- 1) 1 big screen (or 2 separate ones) capable of showing simultaneously:
 - local presentation + gallery view of remote speakers
 - or
 - remote presentation + pinned image of the remote speaker
- 2) 2 or 3 cameras (could be remotely operated) - 1 for the podium and 1 or 2 for audience view

Videomixer

- Remote participants must be able to see podium or audience

Preview monitor(s) in front of the podium - must be able to show either local presentation + gallery or remote presentation + pinned speaker

- A countdown timer will be a good add-on

Remote clicker (wireless mouse), USB-C and miniDP adapters for additional laptops if needed

Enough powerful laptops for the SoW defined, all equipment with digital (USB or DVS) soundcards and video capture cards

Technical staff

Min 1 sound engineer (optionally 1 mic guy) and 2 video engineers (1 for camera directing/screens and 1 for remote connections)

9. Accommodation and Hotel requirements

The meeting venue should be ideally nearby (walking distance preferably) or well-connected and easy to reach by public transportation (maximum 15 minutes journeys) with the proposed hotels. The Host organisation should propose 2-3 hotels at a competitive rate per night per room, single or double use, including buffet breakfast and VAT no more than 130 euro for a single room per night. Between 20 to 30 rooms to be considered at a competitive rate.

Duration of the delegates stay: min 1, max 3 nights, mainly single occupancy.

Complimentary rooms for the ECCP organising and marketing team (currently 3 pax) for 3 nights during the Clusters meet Regions Workshop should be part of the above negotiations.

Free room upgrades for few officials would also be highly appreciated.

The Hosting organisation should provide additional information on allotments for each hotel as well as cancellation policies and reservation procedures.

10. Site inspection

A site inspection could be organised in order to visit all proposed venues, hotels and meeting facilities and to discuss all important organisational, content and agenda matters.

11. Technology & Industry tours

Playing a vital role within the conference program, the technology visits are usually scheduled for Day 2 of the Workshop programme. The themes and sites for the visit are to be proposed in a way that will showcase the overall development of the

region and will give the best examples of the clusters and networks operation. Each tour should feature valuable insights about the industry itself, its role within the regional development, the methods used to establish the cluster or business network, challenges met along the way, as well as the successful stories.

12. Accessibility

Despite the fact, accessibility holds just 10% of the overall assessment process, proposals should detail flights and low-cost connections from major European cities. Information about transfers from airport and hotel, as well as meeting venues is also highly welcomed, as will be included in the delegate's pack (Participants' booklet). In all cases, where the region or the Host organisation has special arrangements with airlines, that should be also considered in the proposal.

13. Marketing & PR

The ECCP will elaborate the materials for the promotion (before, during and after) to be used in the communication channels of the platform itself, European Commission and any other relevant national or local channels.

The ECCP marketing team will be in charge of designing the layout of the whole event communication tools in close cooperation with the local host, including:

- Social media banners
- Badge layout
- Power point template for speakers and master slide deck for the event
- Participants' booklet cover page (content to be provided by the host)

The ECCP marketing team will also promote the event on social media channels and through targeted emails to potential participants and target groups.

The Hosting organisation will be responsible for printing the badges, providing the lanyards and closely cooperate with the ECCP marketing and events team to promote the Workshop at local level.

14. Fees & Registration

Clusters Meet Regions are free of charge for all attending delegates (in person or online). Under no circumstances participation fees shall be charged.

Registrations to the Workshop are done through the online registration platform provided and managed by the ECCP organising team (EUSurvey or B2Match).

Confirmation of registrations of participants will be done by ECCP.

15. Financial aspects

The Hosting organisation will be administrating the financial aspects of the Workshop and takes full financial responsibility of the event. The local host organising team may wish to invite sponsors to take part in the specific areas of the agenda such as welcome reception, lunches, coffee, and tea breaks. Commercial sponsor should be targeted with care, mainly to present the region, but to avoid turning the Workshop into a sales event. The table below summarises the financial responsibilities & aspects:

Elements	ECCP	Local Host	Delegates	Day 0	Day 1	Day 2
Conference venue		X			X	X
Technical Equipment		X			X	X
Technical staff, set up and management of remote connection for speakers		X				
ECCP office room		X		X	X	X
Hotel rooms ECCP org team	X	X ³		X	X	X
Hotel rooms, inc B&B, taxes			X	X	X	X
Coffee breaks		X			X	X
Lunches		X			X	X
Welcome reception, by invitation		X		X		
Welcome dinner, by invitation		X			X	
Conference programme & Signage (design)	X				X	X
Badges & lanyards (design)	X				X	X
Badges & lanyards (printing & supply)		X				
Welcome desk, including staff		X		X	X	X
Final programme printed (optional)		X			X	X
Final programme (updated on ECCP event page)	X					
Speaker's costs (*to be discussed on a case by case basis up to a limited number)	X*	X				
Technology tours		X				X

³ Following negotiations with hotels

16. Sustainability

The proposal should also be a chance to demonstrate the sustainable policies and practices of the region. The sustainability topic is highly favored by ECCP and all its initiatives and events. Please detail in the proposal sustainability practices in the region and those to be deployed during the Workshop. (Examples: no plastic use, local producers, sustainability indicators used and others).