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COSME programme
of the European Union

BRILLIANT

Newsletter NR 5. | NOVEMBER 2022

EDITORIAL

As last newsletter of the BRILLIANT project, this edition intends to give a short overview of the 24 + 9 months period of implementation by highlighting especially the achievements obtained in the last period of the project. Partners were especially active in ClusterXchange by organising visits and promoting these opportunities toward SMEs therefore description of the achieved results are also presented in details. The member organisations of the BRILLIANT consortium have gained useful experience from the activities of the project and therefore are committed to continue their cooperation beyond the implementation period of the project. The final meeting of the BRILLIANT consortium have identified possible joint actions and events which are also presented in this edition of the BRILLIANT newsletter.

Tamas Gyulai
Cluster Manager
MIÉNK Cluster



BRILLIANT in a nutshell

BRILLIANT BOOSTING EXCELLENCE IN EUROPEAN LIGHTING VALUE CHAIN



The main objective of the BRILLIANT project was to support its project partners – cluster organisations in exploiting the full innovation and growth potential that their cluster organisations can offer to member SMEs through added-value services and efficient organisational structure and governance. To this end, the BRILLIANT specific objectives were the following:

- to increase skills and competences of the clusters managers in managing their cluster organisations in order to help them to better serve the needs and expectations of their enterprises, better support their competitiveness, internationalisation efforts and innovation growth;
- to promote cross-cluster learning and networking among project clusters and their SME members to seize new growth opportunities emerging in the area of intelligent lighting systems and take actions to explore and take up new business deals and strategic partnering;
- to develop comprehensive and focused clusters' strategies, with related implementation roadmaps that can lead cluster managers while making important decisions with long-term implications for cluster organisation and its members, while deciding where they want to go and how they will get there; while developing an effective planning process involving different stakeholders within the cluster ecosystem and building their competitive advantage;
- to actively contribute to the successful implementation, promotion and further deployment of the COSME ClusterXchange professional program through sound management, tailored outreach and awareness-raising campaign and execution of high-quality short-term exchanges.

BRILLIANT in a nutshell

In order to seize the emerging market opportunities and become competitive on the global market, the lighting, furniture and construction companies started a cross-sector collaboration process between their industries, and more closely connected themselves to ICT and IoT technologies. This was essential to rethink future products and services, connected to the Smart Home and Smart Building concepts. It was identified that the clusters must be in the front line to drive growth and innovation towards their companies through tailored and focused networking.

The BRILLIANT project therefore enhanced the collaboration, networking and learning of cluster organisations and their member companies through multiple educational methodologies and tools complementary and synchronised among each other, and adapted to target clusters ability and knowhow needs. The cooperation and learning process addressed two main domains – capacity building towards excellence in the management of cluster organisations, and upgrade of technical know-how and cross-sector connections related to emerging technologies and innovation in the intelligent lighting sector applied in smart homes and building systems.

As result, BRILLIANT supported cluster organisations, cluster managers and officers on their way to strive for excellence by improving their skills in cluster management and strategic networking as well as technical knowledge on topics related to emerging technologies of intelligent lighting systems, their application within the smart home and smart building concepts and related cross-sector business collaboration opportunities.

BRILLIANT also supported cluster managers to review their current cluster approaches and to develop a well-defined and comprehensive strategy along with cluster service portfolio addressed to SMEs.

BRILLIANT enabled project clusters and their companies to find partners with complementary competencies, to access value chains that cut across national, regional and sector boundaries and enhance their cooperation with technology centres and other scaling-up support organisations through the COSME ClusterXchange professional programme.



BRILLIANT

CLUSTERXCHANGE TO SALONE DEL MOBILE FAIR – MILAN, ITALY



The objective of CxC group exchange to **Milan** was to explore the Italian furniture market characteristics and collaboration and business prospects. The visit was organised on **7-8-9 of June in 2022**.



The practical goals of the visit were the following:

- to learn more about the Cluster Arredo furniture and wood association and its business and innovation ecosystem and identify potential of joint actions;
- to share knowledge and individuate potential collaboration and commercial opportunities in the specific segments of furniture between the host organisation and visiting companies and clusters;
- to learn more about the Italian furniture style categories and design industry, with particular focus on the classic, modern and luxury products for living, bedroom, kitchen, bathroom, workplaces, etc., including furnishing accessories, objects, decorative pieces, and textiles;
- to learn more about design and technology used by the local companies to ensure high quality craftsmanship;
- and market development prospects thanks to the opportunity to attend the Salone del Mobile exposition in Milan and the related networking, workshops and conferences promoted by the Cluster Arredo;

Cluster Arredo as host organisation has done the following:

- introduced the organisation to the visitors, its specialisations, members, associated ecosystems, projects and actions leading to enhanced growth of its members (in particular SMEs) and strengthening the international business collaborations;
- presented the Italian – Friuli Venezia Giulia Region furniture and wood market characteristics and main industrial players;
- facilitated direct business meetings and exchanges between visiting organisations and its members through tailored B2B networking sessions and visits to showrooms and fair stands;
- facilitated potential joint collaborations and/or innovation-led projects between visiting organisations and its associates.



The expected outcomes of the exchange were reached fully as they related directly to the envisaged action plan and tailored agenda therefore they are summarized as follows:

- Deep knowledge and intelligence gathering on the wide ecosystem in the region of the host organisation (member companies, collaborating research centres and academia, public organisations) and market opportunities (trends, challenges, expectations from buyers and potential business partners);
- New inputs for development of new products, services and/or collaboration or R&D projects thanks to exchanges and networking with participants from different countries and interconnected industrial sectors;
- Networking with designers, artisans, representatives of the furniture industry, providers of technology and sustainable solutions and materials, young designers and students interested in entering the furniture sector



Participating companies from host region:

- Cizeta
- Crassevig
- Montbel
- Gervasoni
- Blifase
- Tomasella
- Midj
- Passoni Luigi Sedie
- Frag
- La Cividina
-

Visiting companies:

- ABF, CZ
- Bath4you, CZ
- TZÚ, CZ
- Mendel University in Brno, Department of Furniture, Design and Housing, CZ
- Wood4Ever, CZ
- Institute of interior designers CZ
- National Centre of Furniture Design, CZ
- BENLEMI s.r.o., CZ
- Cluster of Czech Furniture Manufacturers, CZ
- Building Innovation Cluster, Business Upper Austria
- The Hud Design, Spain



CLUSTERXCHANGE – THE FOCALLES FORUM AND THE LUMEN HUB – LYON, FRANCE

The objective of CxC group exchange to **Lyon** was to explore the French market characteristics and collaboration and business prospects. The visit was organised on **28-29-30 of June in 2022**.

The CxC exchange organised by Cluster LUMIERE as host organisation was planned for 3 days and included of individual B2B sessions and networking meetings with CL management and board staff, and meetings with the selected members of the host organisation. All the sessions were facilitated by the Cluster LUMIERE staff in order to boost business and collaboration exchanges and support identifying the most interesting opportunities. Visiting organisations were offered numerous opportunities to meet and directly exchange with the board and the members of Cluster LUMIERE, and discuss their current and upcoming business and cooperation activities.

Thanks to the host organisation, the BRILLIANT Consortium and collaboration with organisers of FOCALLES Congress, visiting organisations had the opportunity to deep dive into the French vision of the future lighting industry in term of challenges toward energy efficiency, circular economy, digitalisation, etc. The activities took place at the headquarters of Cluster LUMIERE, at selected companies and partners sites and showrooms, and at the FOCALLES Congress premises.

The expected outcomes of the exchange were reached at great extent thanks to the envisaged action plan and tailored agenda:

- Deep knowledge and intelligence gathering on the wide ecosystem of the region of the host organisation and French market opportunities (trends, challenges, expectations from both public and private buyers and potential business partners);
- New inputs for development of new products, services and/or collaboration or R&D projects thanks to exchanges and networking with participants at the FOCALLES exhibition
- Collaboration among European clusters for a joint presence at the LUMEN building to encourage the promotion and possible collaborations of the lighting companies

LYON



Visitors were the following:

- ELCA European Lighting Cluster Alliance
- ELCA European Lighting Cluster Alliance
- Rete di Imprese Luce in Veneto
- CICAT Lighting Cluster
- Polinter, S.A.
- Carandini
- LDW Corradini/Palandella
- Polish Association of Lighting Industry
- LEDS C4

Visiting companies could meet with member companies of Cluster LUMIERE (and cooperating companies) at stands at the FOCALLES Congress & B2B meetings:

- ACE (www.ace-fr.org)
- ATEA (<https://atea.fr/>)
- ENTPE (www.entpe.fr)
- CFE Eclairage
- L'EBENOID (www.ebenoid.fr)
- PISEO (www.piseo.fr)
- GIL-Syndicat du luminaire
- NOVATECH France
- GAGGIONNE
- RESISTEX
- ACE Association des Concepteurs Lumière et Éclairagistes

BRILLIANT OUTDOOR LIGHTING LAB IN CASTELFRANCO VENETO, ITALY

Rete di Imprese Luce in **Veneto** and ELCA European Lighting Cluster Alliance organized and hosted the BRILLIANT Lighting Design Lab and Outdoor on **7-8-9 September 2022** in Castelfranco Veneto.

The BRILLIANT Lighting Design Lab and Outdoor training was an educational and experiential 3-day program, conceived as an opportunity to acquire theoretical and practical knowledge of lighting design. It involved the whole light chain (lighting fixtures, furniture, construction) in a specific urban space and building typologies. The focus was to conceptualize, test, and realize a lighting project on a real scale through the guidance of experienced workshop heads (professional lighting designers acting as mentors).

Participants were involved in a collaborative way in 5 different training phases as follows:

1. Registration and presentation: each workshop mentor presented himself and introduced the chosen sites for the lighting projects installations and their lighting philosophy.

2. Site survey and analysis: together with the mentors, the participants visited the sites and considered all their characteristics and problems from the lighting viewpoint.



CASTELFRANCO VENETO

3. Concept: the participants were divided into groups and the respective mentors were assigned. The equipment and materials available were checked and the concept for each site were developed;

4. Mock-up: the participants presented their concepts to the workshop heads

5. Installation: the participants realized the installations under the supervision of the workshop leader and mentors. As a people-centric program, the BRILLIANT Lighting Design Lab and Outdoor training aim was to gather together lighting designers together with cluster managers, sector companies, and academia so as to gain insights, strategies, and tools to think more creatively and holistically about lighting design.



CLUSTERXCHANGE TO LIGHT+BUILDING FAIR IN FRANKFURT, GERMANY

The objective of CxC group exchange to **Frankfurt** was to explore the German market characteristics and collaboration and business prospects. The visit was organised on **3-4-5 of October in 2022**.

The objective of this group exchange is to explore the German lighting market characteristics and collaboration and business prospects with the SKLAER Lighting (Ho), with particular focus on the museum and architectural lighting sub-sector.

Visitors will also have the opportunity to visit the Light+Building Fair held in the Frankfurt, where SKLAER (Host) will exhibit along with its main business and research partners. At the L+B Fair Visitors will also be engaged in the thematic conferences and training workshops addressing

This CXC exchange goals are as follows:

- to learn more about the Sklaer company, its products and solutions as well as its business network and identify potential of business collaborations
- to share knowledge and individuate potential collaboration and commercial opportunities in the specific segments of museum and architectural lighting applications among HO and Visitors.
- to learn more about the German lighting Industry digitalisation thanks to the opportunity to attend the Light&Building Fair events that gather all the actors of the German light value chain to train, discuss and network

The objectives of the host organisation (SKLAER GmbH) were the following:

- To introduce own organisation, its specialisations, members, business partners, projects and planned new projects/investments for which they are looking for the international business collaborations
- To facilitate direct business meetings & exchanges among Vos and its members through tailored B2B networking meetings and showcasing of the specific HO products and solutions
- To present the German lighting market characteristics and new trends and advanced technologies for the lighting & building sector where SKLAER is active in.



The expected outcomes of this exchange relate directly to the envisaged action plan and tailored agenda, and can be summarized as follows:

- Deep knowledge and intelligence gathering on the HO wide ecosystem and German market opportunities (trends, challenges, expectations from both public and private buyers and potential business partners).
- New inputs for development of new products, services and/or collaboration or R&D projects thanks to exchanges and networking with SKLAER and its business partners
- Collaboration among European clusters (and their SMEs) for a joint presence at the L&B to encourage the promotion and possible collaborations of the lighting companies



Visiting companies had the opportunity to meet the following companies:

- Sklaer GmbH (Host company)
- Dedolight <https://www.dedoweigertfilm.de>
- Luxam www.luxam.com
- Optics for Life www.opticsforlife.com
- B&M optic www.bm-optik.de
- Gaggione <https://www.optic-gaggione.com>
- Ledil <https://www.ledil.com>
- Danlers www.danlers.co.uk
- Holders Technology, www.holderstechnology.com
- Chromateq sarl www.chromateq.com
- DEF srl www.defsrl.it
- Bridgelux www.bridgelux.com
- Luminus www.luminus.com



FRANKFURT



BRILLIANT Final Steering Committee meeting Frankfurt, Germany

The BRILLIANT consortium held the Final meeting in connection to the Light+Building Fair in Frankfurt on the 4th October 2022. Achievements of the BRILLIANT project have been discussed and the BRILLIANT partners have stated their intention to continue cooperation beyond the implementation period of the BRILLIANT project.

Reflection group was created among BRILLIANT partners which will also be open to other actors (clusters, companies, R&D). Topics to be discussed include, but not limited to, how clusters can support SMEs in managing energy issues and energy issues for municipalities (public lighting for street lighting and for public buildings like schools, hospitals, public offices etc.)

Annual meetings shall be organised by one partner (or ELCA as a main host). Intention is to organise the meeting beside a specific sector event to enable exchange on the implementation of BRILLIANT strategies within a long term perspective. The periodic online communication between the partners enabled them to share international opportunities for R&D collaborations and training.

Follow-up trainings on strategic topics (for both furniture & lighting & building sectors – cluster managers + SMEs) can be organised in connection to the following events:

- Next Salone del Mobile – “BRILLIANT follow-up CxC” 18-23.04.2023 Milano, Italy
- Smart City World Congress (Nov 2024) – potential opportunity for exchanges SMEs + clusters
- Maison Object Paris (Jan+Sep 2023) – potential opportunity for exchanges SMEs + clusters
- Cluster Day (Mar 2023) – introducing BRILLIANT clusters at the Trade Show Light fair in Warsaw





30th International Trade
Show of Light

March, 15th – 17th, 2023
Warsaw, Poland

International cooperation opportunity

Trade Show Light in Warsaw, Poland, 15–17 March 2023

International Trade Show Light in Warsaw, Poland is the largest and most important lighting trade show in Central & Eastern Europe: over 300 exhibitors and 10.000 visitors from Poland and abroad (Germany, Czech Rep. Slovakia, Sweden, Norway, Finland and Baltic States), conferences and workshops for more than 1.300 professionals.

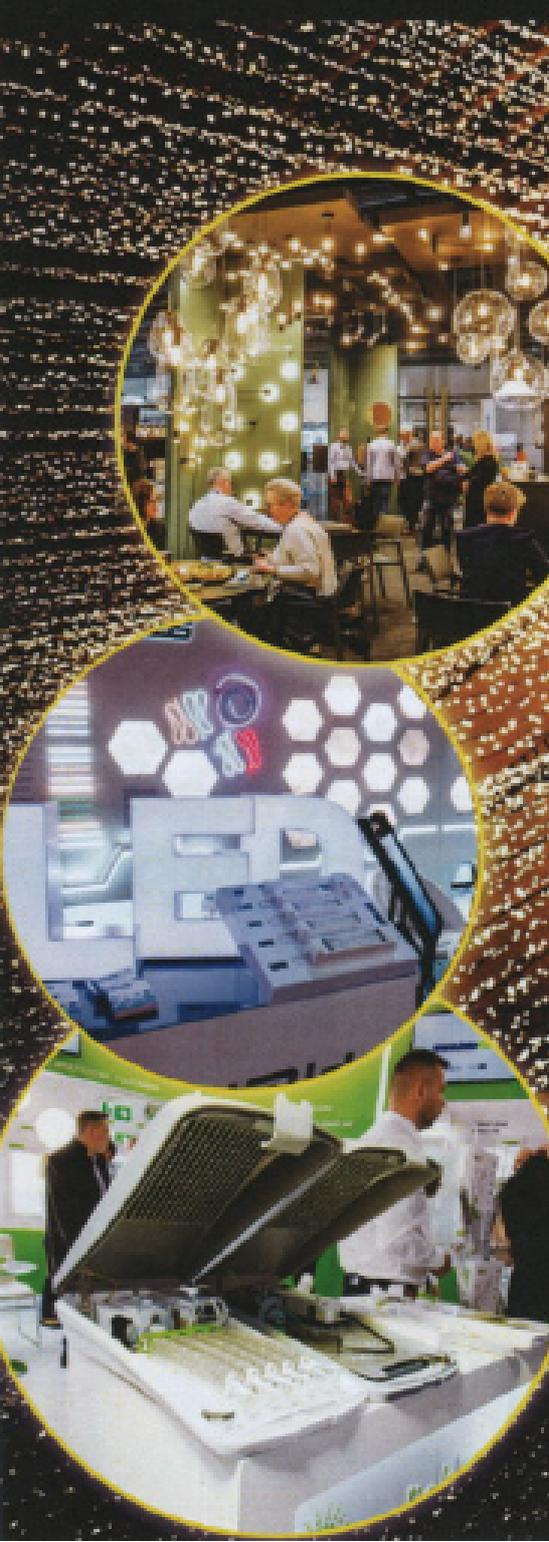
Parallel to the 30th International Trade Show LIGHT 2023 is the 20th international Trade Show ELECTRICITY 2023, the Leading International Gathering Place for: the power and electricity industry, automatization, IoT, smart home, telecommunication, RES, the construction industries.

Visitors' profile:

- manufactures and distributors
- representatives of wholesalers and retailers
- architects and designers
- institutional buyers of indoor and outdoor lighting products to industrial, commercial and institutional applications
- investors and public buildings managers
- representatives of the Local Government Units and people responsible for lighting in cities and municipalities
- specialists looking for lighting or special lighting applications for art & entertainment

The application forms, participation conditions and regulations are to be download here

All information about International Trade Show Light in Warsaw, Poland you will find at www.lightfair.pl



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Boosting Excellence in European Lighting Value Chain

BRILLIANT is the European Strategic Cluster Partnership for Excellence (ESCP-4x) co-funded by the COSME Programme to facilitate cross-cluster networking and learning aiming at the professionalization of specialized and customized business support services to SMEs, and implementing the ClusterXchange programme, a new pilot programme to support short-term exchanges to better connect Europe's industrial ecosystems.

The rapid evolution of lighting technologies and IoT systems in buildings offer emerging market opportunities for the EU lighting, furniture and construction industry.



SMART BUILDING



SMART LIGHTING



SMART FURNITURE

BRILLIANT supports 7 INDUSTRIAL CLUSTERS OF LIGHTING, FURNITURE AND CONSTRUCTION in exploiting their potential as industrial network, by increasing skills and know-how of clusters managers to better serve the needs and expectations of their companies and take on the Smart Home and Smart Building market opportunities.



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www.brilliantclusters.eu