



CLUSTEM

Newsletter



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SAVE THE DATE: Clustem Final Conference November 28, 2017 Ankara



European cluster cooperation: a levy for boosting competitiveness of SMEs

Clustem team is glad to announce that the final conference of the project will take place in Ankara the 28th of November at the OSTIM Technopark, where the project results will be presented.

The event offers the opportunity to meet the 4 European clusters for ideas and initiatives sharing.

In the afternoon, the team will attend the COSME CONFERENCE organised by KOSGEB (Organization for the Development of Small and Medium Enterprises in Turkey).

For more information, please contact info@clustem.eu or check our website <http://clustem.eu> .



Event Agenda

- 09.15 Registration and welcome coffee
- 09.30 Opening Speeches
Halide RASİM – ISIM Chairwoman of the Board
Orhan AYDIN – OSTIM Chairman of the Board
Nurettin ÖZDEBİR – Ankara Chamber of Industry (ASO) – Chairman of the Board
- 09.50 Introducing of Clustem Project/ISIM New Services
Esma Akyuz, WCM
- 10.10 CLUSTEM project partners introduce European Cluster and services in European clusters provided to members
Enrico Venturini – OTIR2020 (Italy)
Andrea Philipson – TCOE (UK)
Felipe Carrasco – ATEVAL (Spain)
- 10.45 Presentation: Regional Competitiveness of Ankara
Miray Hanım Yıldırım – Ankara Development Agency Expert
- 11.15 Coffee break
- 11.20 Introducing European Markets
British Embassy of Ankara
Embassy of Italy in Ankara
Embassy of Spain in Ankara
- 12.00 Q&A
- 12.15 B2B session
- 13.00 Conclusive remarks and cocktail
- 13.15 Lunch
- 14.00 Transfer from Ostim to Hoilday Inn

COSME CLUSTEM CONFERENCE organised by KOSGEB (Small and Medium Industry Development Organization of Turkey) at (Holiday Inn Cukurambar (Ankara)

Afternoon All partners presentations at COSME conference
- 19.30 Social dinner

GROW your REGION conference 8-9 November Valencia

The 2nd edition of the 'Grow your region' conference has taken place in Valencia, Spain, on 8 and 9 November.

The event was co-organised by the European Commission's Directorate-Generals for 'Internal Market, Industry, Entrepreneurship and SMEs' and for 'Regional and Urban Policy', in cooperation with the Valencia Regional Authority. Clustem was present to share main project experiences and lessons learnt.



Lessons were drawn on how smart specialisation strategies are used and how clusters have supported growth in European regions.

The event focused on the role of clusters in smart specialization strategies. Discussions with European experts took place, with an interactive approach by participants, who shared experiences on how interregional collaboration can help the implementation of smart specialization and how clusters can lead this process.

Also a Watify matchmaking event took place.

Clustem Project was represented by Felipe Carrasco, the director of Ateval, who informed about the goals and the results achieved within the Clustem project.



USEFUL LINKS

- Conference video: [link](#)
- Graphic summary: [link](#)
- Background brochure: [link](#)
- Agenda: [link](#)
- Presentations: [link](#)
- Image gallery: [link](#)

Gold Clusters Report – Hamburg Aviation

Hamburg Aviation is the aviation industry cluster for the Hamburg Metropolitan Region – one of the world's most important locations in the civil aviation industry.



In total, more than 40,000 highly qualified specialist personnel work in the cluster "on the future of aviation".

Their core competencies cover the complete life cycle of an aircraft, from the design, manufacture and fitting out, to the global system of air transportation, maintenance, repair and overhaul, and finally to recycling. Put together, this makes Hamburg the third-biggest site in the civil aviation industry worldwide.

The two giants of the industry, Airbus and Lufthansa Technik, are joined by Hamburg Airport and more than 300 small and medium-sized enterprises, as well as a variety of scientific and technological institutions.

Companies, universities, associations, the economic authority and other partners have come together to form Hamburg Aviation, a cluster dedicated to advancing the city as an aviation location.

Hamburg Aviation cluster is focused in networking and research, offering to their members a set of platforms, such as aviation forums, workshops and symposia. Examples of its work include the initiation of cooperative research projects and the management of EU research projects along with regular industry gatherings such as the Hamburg Aviation Forum and the organisation of events

designed to secure the next generation of aviation specialists.

SERVICES

The main services offered to companies are:

- Networking (regional, national, international)
- Bring new ideas
- New on-going research
- Contact to public funding
- Business missions
- Organization of the supply chain

Hamburg-Aviation is always looking for new services. The last one incorporated is related with new networking models: barcamp.

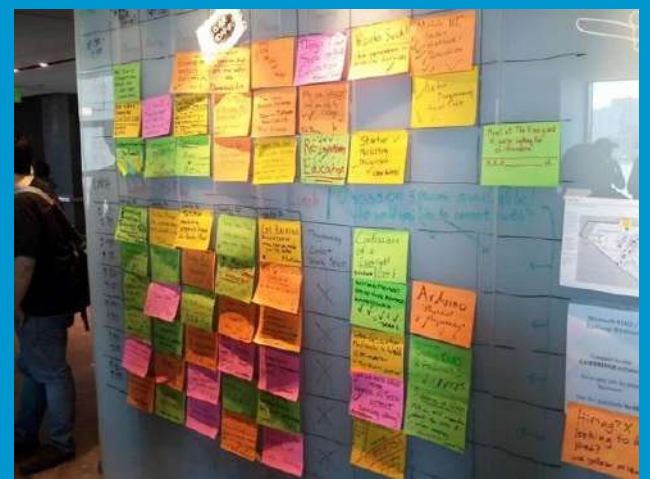
INTERNATIONAL NETWORKING

Hamburg-Aviation has working partnership with all the aerospace's clusters in Europe (as member of EACP - European Aerospace Cluster Partnership). The EACP acts as a platform for mutual exchange, a launch pad for trans-national projects, and a window on the industry.

At the same time, it is envisioned that EACP will become a key contact point for the European Commission in all aviation matters: the main target is to strengthen Europe's position in the highly competitive global market.



In July 2017 CLUSTEM team visited the Hamburg aviation cluster, source of important information about future possible cooperation in the field of innovation and cluster management. Machinery and textile sectors are important providers of aircraft interior producer. Important synergies will be exploited for the future, leading to reciprocal benefits and advantages.



BarCamp: Hamburg Aviation initiate a new network format. To be there and discuss with all the people what is moving in aviation.

This format is different: no speakers, no fixed agenda, no seating.

What is the current trend in aviation?

Where is the journey to Hamburg?

Questions that concern the components of the sector.

Speakers who will convince you as an audience with lectures and slide battles, which leaves little room for your input and questions.

In such kind of sessions, attendants can discuss the topics, present their ideas and get inspiration from the other members - everything that makes the collaboration in the cluster so dynamic is coming up in the BarCamp.



A CONCENTRATE OF INNOVATION

The Clustem delegation had also the opportunity to visit the Center of Applied Aeronautical Research in Hamburg, "ZAL". The organisation networks major corporations in the industry, small and medium-sized businesses, and the academic and scientific world. ZAL groups the industry and the academic world network, initiating joint projects and translating new technologies into innovative products.

Numerous research and development projects, representing more than 80 million euros worth of investment, were being jointly financed, half-half, by the Federal Ministry of Education and Research and the companies within the cluster.

With many research and development projects for product and process innovations, the cluster is expanding its core competencies. Projects range from research on fuel cells as a source of on-board energy to acoustic and climatic improvements in the cabin, from adapting maintenance methods for new materials to optimising airport processes. All of these innovations flow into a single vision: the strategy called "a new kind of aviation".



The Clustem delegation in front of ZAL building

Gold Clusters Report – LIFESTYLE & DESIGN – Cluster of Denmark

The Innovation Network Lifestyle & Design Cluster (L&D) works to promote innovation and sustainable growth, primarily in small and medium-sized interior and clothing companies as well as in the creative industries.

As Innovation Network under the Ministry of Higher Education and Science L&D identifies, communicates and anchor new knowledge and serves as a bridge between enterprises and research and knowledge institutions with the aim of strengthening corporate innovation and competitiveness.



The Innovation Networks offer companies access to the latest research and innovation trends within their respective fields of expertise as well as provide inspiration on tendencies within new technology, product innovation and innovation methods. The Innovation Networks can also assist in finding new partners for collaboration on research and innovation projects among private companies, researchers, the public sector, technological service providers and other partners.

L&D uses extensively the [triple helix principle](#): business and companies, public authorities and science and technology centres, working together to activate a systemic change.

SERVICES

The Innovation Networks can:

- Help companies turn ideas into competitive products or services

- Serve as sparring partners and advisors in relation to the development needs your company is facing
- Provide access to an extensive network of experts and researchers at universities, technological service institutes and in other companies, also abroad.
- Host conferences and workshops where companies can gain insight into the most recent technologies and have the opportunity to network with other companies, researchers and specialists
- Help the companies find funding to realize their projects
- Create access to new clients and suppliers
- Offer help in relation to marketing and export promotion around the world.

INTERNATIONAL NETWORKING

The level of internationalization of L&D cluster is very high: 220 companies participated in international activities in 2015, and 60 foreign companies participated in the cluster activities. Cluster collaborates with Norway, Sweden, Finland, Iceland, Lithuania, France, Germany, UK.

CLUSTEM team visited on July the cluster, as Denmark is one of the most organised countries in terms of cluster, even if the scale of textile, clothing sector of this country is not comparable with those of Italy, Spain or Turkey.



COSME - Programme for the Competitiveness of Enterprises and small and medium sized enterprises



COSME is the EU programme for the Competitiveness of Enterprises and Small and Medium sized Enterprises (SMEs) running from 2014 to 2020 with a planned budget of €2.3bn.

The COSME programme shall contribute to strengthening the competitiveness and sustainability of the Union's enterprises, particularly SMEs, and encouraging entrepreneurial culture and promoting the creation and growth of SMEs, paying particular attention to the specific needs of SMEs established in the Union and of SMEs established in third countries participating in the COSME programme.

The specific objectives of the COSME programme shall be to improve access to finance for SMEs, to improve access to markets, particularly inside the Union but also at global level; to improve framework conditions for the competitiveness and sustainability of Union enterprises, including in the tourism sector; to promote entrepreneurship and entrepreneurial culture. The need of enterprises to adapt to a low-emission, climate-resilient, resource- and energy-efficient economy shall be promoted in the implementation of the COSME programme.

Actions

1. Actions to improve access to finance for SMEs
2. Actions to improve access to markets
3. Enterprise Europe Network
4. Actions to improve the framework conditions for the competitiveness and sustainability of Union enterprises, particularly SMEs
5. Actions to promote entrepreneurship

Enterprise Europe Network - COS-Art-7-001 - Call for Expressions of Interest - 'Business Cooperation Centres' in third countries for the Enterprise Europe Network (2015 - 2020) - [link](#)

Reference documents - Guidelines to financial reporting for Coordinators and Beneficiaries of the COSME Grant Agreements (2014-2020) - [link](#)

Open Calls for proposals

Clusters - COS-CLUSINT-2017-03-6: Clusters Go International in the defence and security sector
Deadline 13 December 2017 at 17.00 hours (Brussels time) - [link](#)

Access to markets - COS-LINKPP-2017-2-02: Innovation procurement broker: creating links for the facilitation of public procurement of innovation
Deadline 4 January 2018 at 17.00 hours (Brussels time) - [link](#)

For more information about COSME Programme and know the open calls, visit the website <https://ec.europa.eu/easme/en/cosme>

Worth partnership project strengthens the SMEs competitiveness through creativity, innovation, and connections

After the success of the Pilot Project that involved a total of 79 small - medium businesses (SME) and 34 European enterprising partnerships, WORTH Partnership Project is back with renewed expectations. Embarked in 4 years journey, the new objective is to support 150 cross - boundary partnership projects involving a minimum of 450 companies.

Worth Partnership Project is funded by COSME programme of the European Union to support collaborations between SMEs and startups of designers, art & craft and creative people with peers' tech firms and manufactures to create innovative products and ideas.



The first call of WORTH Partnership Project is now open.

WORTH aims to build partnerships across Europe between talented fashion designers, creative minds, crafters, technologists, manufacturing enterprises (SMEs) and technology firms. The goal is to develop new products and ideas by new ways of making, collaborating and adopting innovative and disruptive techniques, processes and business models.

Who can apply?

Every creative person, designer, artisan, startup, technology companies and SMEs manufacturers from fashion and consumer goods industries (fashion/textile, footwear, furniture/home decoration, leather/fur, accessories), who are actively looking for new opportunities to exploit ideas and fashionable concepts with a high degree of innovation, disruption, integration of new technologies and design, could apply to be part of WORTH Partnership Project by submitting their idea or project proposal.

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Applicants, SMEs and startups, will need to show a keen interest to connect, create and innovate on a transnational basis.

The submitted ideas and projects will be evaluated based on the attitude to innovate, the social and environmental impacts, technical and industrial viability and market potential.

The Worth Partnership Project application call will be on going throughout 4 years, with different windows of opportunity. The first call will close the **31st December 2017** for the first partnership formation.

Application intakes will occur again in the following years 2018, 2019 and 2020 targeting to support 150 innovative partnership projects. The disruptive partnership will involve a minimum total of 450 companies.

Support for participants to form partnership projects

Once selected, each participant will be supported in matching the best partners to develop the concept or idea to make it true.

The duration of partnership projects has been stated as a minimum duration of 9 months, the length will be tailored made to the technical complexity, maturity and readiness of the project/idea.

Each partnership will receive:

- 1) financial support to mature and bring the idea to life
- 2) tailor - made coaching and mentoring by specialists to improve knowledge and skills related to design, technology, manufacturing processes and business strategy; access to finance; market positioning support; legal support and intellectual property rights management
- 3) networking activities and support to facilitate collaboration and market upscale.

A dedicated Mentor will coordinate the coaching activities, manage the partnership's needs and provide support.

The result of each partnership project will be showcased in two relevant international exhibitions or trade fairs to obtain future business relationships and increase its visibility to the market by potential buyers and consumers.

The selection process will be performed by a steering board of highly renowned experts from the high - end fashion and design and consumer goods industries.

About the Project

WORTH Partnership Project is a European Union project implemented by a consortium of enterprises with complementary expertise in providing support to SMEs and startups led by the Textile Technology Institute AITEX, (and KEPA, IED, DAG Communication, AA Franzosi) with the core belief that creative industries (SMEs and startups) are the key drivers of economic growth in Europe.

WORTH Partnership Project is a continuing edition of the successful pilot project which took place between 2013 and 2015.

To know more about the 34 showcase products and results developed during the WORTH pilot project visit: <http://www.pilot.worth-project.eu>

FOR MORE INFO: <http://www.worthproject.eu/>

WORTH PARTNERSHIP PROJECT CONSORTIUM



AITEX Research Institute
Project Leader



European Commission



KEPA Business and Cultural
Development Centre



IED Istituto Europeo di Design



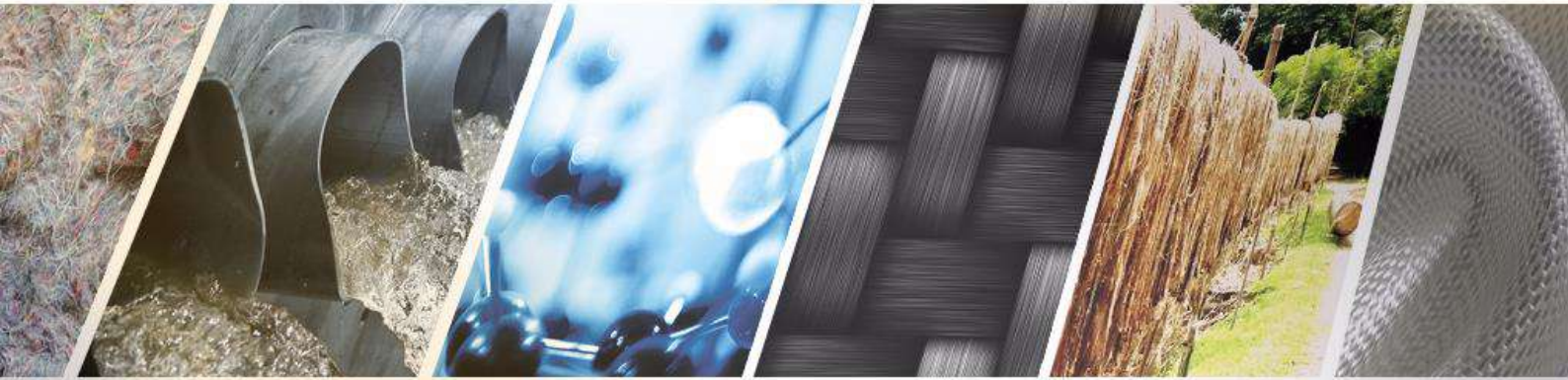
DAG COMMUNICATION



AA Avvocati Associati Franzosi
Dal Negro Setti

RESET Interreg Europe Project

RESearch centers of Excellence in the Textile sector



The textile and clothing sector in Europe includes 173,000 companies with a turnover of €165 billion, employing 1.87 million people. The sector's competitiveness is linked to innovation and technology development and more recently, sustainability and environmentally-friendly production. Production uses high levels of raw materials, water, energy and chemicals and often generates air, water and soil pollution through untreated effluent and waste, which can have a big impact on the environment.

New, sustainable approaches are being developed and adopted by textile and clothing companies across the EU. Informing stakeholders and policy makers about these good practices would allow those solutions to be adopted in other regions.

RESET is an Interreg Europe project which aims to change the way European Structural Fund policies, and programmes are implemented in the partners' regions. Its key objective is to improve regional policies and promote a more sustainable approach to production in the textile and clothing sector.

This includes the creation, management and enhancement of the Research and Development and Innovation infrastructures required to develop greener and more sustainable textile and clothing products and processes which will differentiate these regions from their competitors.

RESET addresses 6 key themes:

- Recycling in textile and waste disposal
- Water consumption and energy saving, sustainable company organisations
- New sustainable chemistry, including reduction of chemical substances
- Smart textiles and new ways of production
- Eco-creativity, natural fibres, short value chains
- New materials and new applications

Each RESET partner will develop an Action Plan detailing how policy instruments are to be improved in each region, indicating the actions, timeframe, players, possible costs and funding sources required. They will be embedded into the participating regions' National and Structural Fund Programmes with the aim of significantly reducing the environmental impact of textile and clothing production across Europe whilst increasing the competitiveness of the sector.

The first *Good Practice* handbook has been released and is available online.

The last brokerage event is planned for 31th January and 1st February in Huddersfield where textile research centers from ten different countries will discuss about new materials and new applications for textile value chain.

For more info, visit the website <https://www.interregeurope.eu/reset/>

News from ATEVAL: CLUV - Valencian cluster of the fashion textile industry

ATEVAL started a new adventure for valencian cluster strategy from the results of the CLUSTEM Project, to try to redirect the local Textile sector, implementing a pilot service.

The first phase includes:

- The state of the art analysis
- The development of a logo
- The Training plan

This reorientation of cluster SMEs from home textile to fashion sector is based on the opportunity detected after the strategic analysis of the cluster.

To support this strategic action a new brand to present the project was designed and is now promoted by ATEVAL, as pilot action of Clustem project.



To start with a report regarding the productive capacity of the Valencian Textile Cluster was produced to establish the productive volume of the sector.

The aim is to take advantage of the market composed of large retail companies, in order to meet the demand from this geographical area. Mango only produces 18% in Europe.

This will produce jobs and contribute to increase the GDP of the textile cluster.

The second step was the implementation of high-level training plan through the "Strategic Training Course for textile companies"



The training focused on the Core competences, the management of the product chain, coolhunting and trend research to empower the customer service of the company.

Through the new project, cluster companies can move from being suppliers to becoming sellers and focus the strategy on the customer or final user. For his purpose visits to multinational retail companies have been scheduled.



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