

CLUSTERS MEET **REGIONS**



EUCLES: Renewed Cluster Excellence Labelling System

by

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Aims & Objectives



Developing further the successful **methodologies and processes** of assessing and analyzing capacities of cluster management organisations previously operated through the European Secretariat for Cluster Analysis (ESCA).



Fully respecting the following **six Common European Principles** :

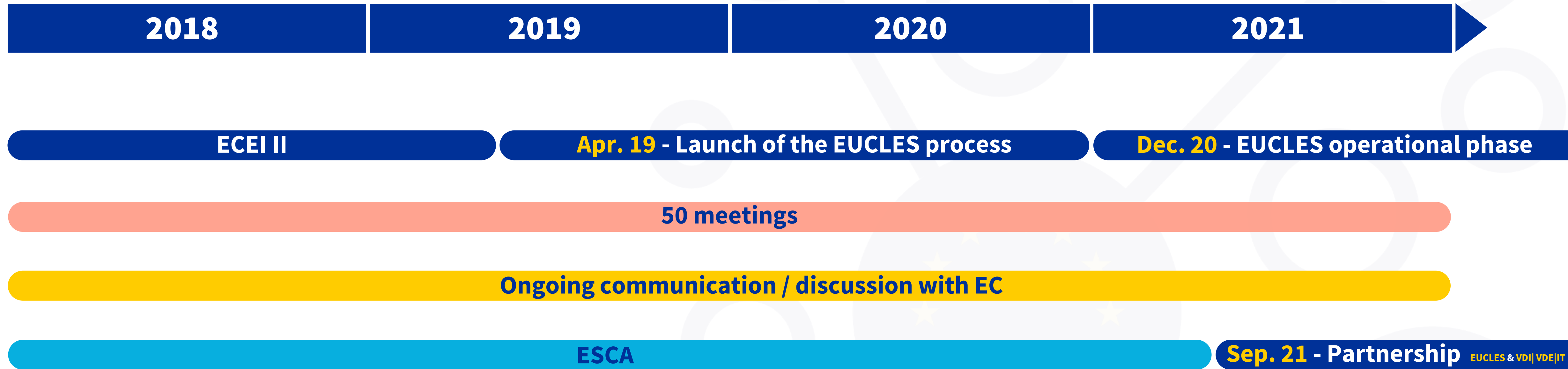
- 1.** European dimension
- 2.** Transparency
- 3.** Cooperation among partners
- 4.** Data Confidentiality
- 5.** Integrity of Purpose
- 6.** Sound Technical and Financial Management



“Code of Conduct” binding for all parties involved.



History & Timeline





General information

ABOUT EUCLES

- Non-profit association under Belgian law
- In continuation of ESCA (European Secretariat for Cluster Analysis)
- Creation in December 14th, 2020: Hervé Floch (AFPC) elected President
- 12 founding members (National or regional clusters associations) MoU signed
- **Partnership agreement** signed with VDI/VDE-IT in September 30th, 2021 in Brussels: operational launch of EUCLES

MAIN OBJECTIVES

- Granting labels of clusters management excellence, in collaboration with clusters management experts from more than 30 countries.
- Developing further the assessment methodologies and processes.
- Ensuring the recognition of these labels at the European level and increasing their added value.

Memorandum of Understanding concerning the willingness to create an international non-profit association (AISBL) for the labelling of European clusters, Signed in November 2020

 HERVÉ FLOCH AFPC	 ANTONIO NOVO GUERRERO clusters.es	 Annie Renders (Signature) Datum: 2020.11.03 08:14:47 +01'00' ANNIE RENDERS FLANDERS INNOVATION & ENTREPRENEURSHIP Flanders State of the Art
 DANIEL COSNITA Clustero	 PETER DORTANS DR. WERNER WILKE go-cluster EXZELLENT VERNETZT	 JIRI HERINEK NCA NATIONAL CLUSTERS ASSOCIATION
 ILARI HAVUKAINEN East & North FINLAND	 MARIUS PARECIUS Lithuanian Clusters Association	 Assinado por: VASCO FERNANDO FERREIRA LAGARTO Num. de identificação: 8001458879 Data: 2020.11.02 13:47:33 +00'00' VASCO LAGARTO PORTUGALclusters
 KRISTIANNE PAASCHE Innovation Norway	 KRZYSZTOF KRZYSTOWSKI KLASTRY POLSKIE	 TEODORA JILKOVA VERITAS consulting cluster



AISBL EUCLES & Support Bodies

EUCLES

Board

- Governance
- Liaison between EC and association
- Delivers the labels
- Appoints the experts every year

At least 3 members

General Assembly

- Elects the board
- Approves annual budget
- Approves objectives and strategies
- Approves changes of labelling indicators and procedures

2 members categories

Permanent Staff

- Coordinates the activities
- Manages the labelling requests
- Manages the database
- Accountancy and administration

Could be subcontracted as a start

Labelling office – VDI/VDE-IT

- Trains and manages the experts
- Evaluates the clusters organisations
- Collects & saves data

Pool of experts

- Clusters assessment
- Gives evaluation & recommendations for the board to decide granting the labels

Subcontractors

- Website and communication tools
- Accountancy / administration
- ...

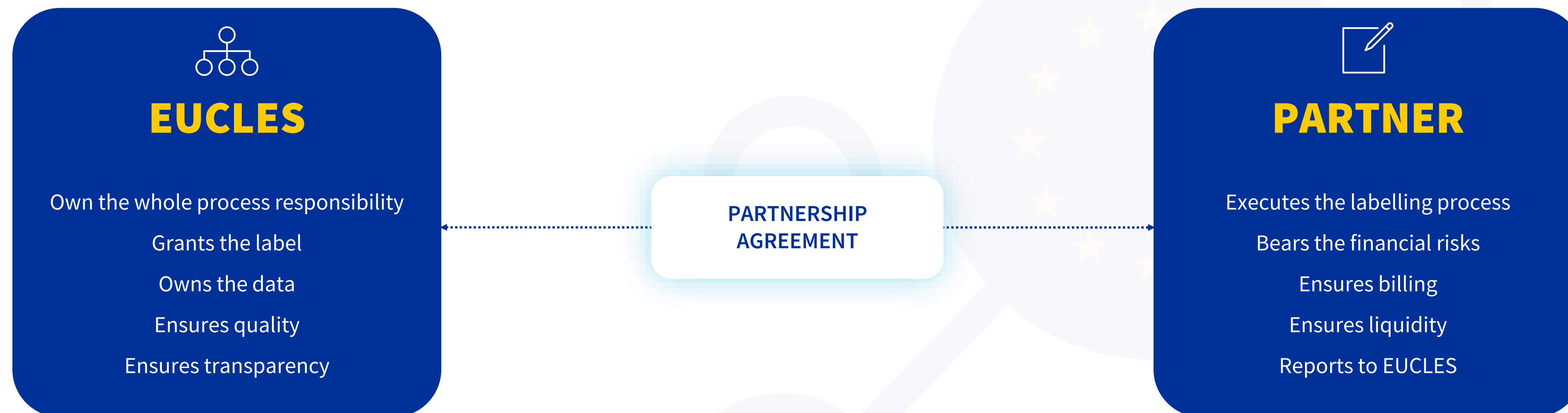


EUCLES : A sustainable business model

T H R O U G H A C O M M E R C I A L A G E N C Y C O N T R A C T

Main aspects

- A **Partnership agreement** signed between the association and a partner in charge of the labelling process
- Composition of the "Experts list" and "Gold label expert group" to be proposed by the contractor and approved by the EUCLES' Board (once a year)
- The cost of the respective labels does not exceed the ESCA previous ones
- Consequence of the Covid-19 pandemic, develop remote activities for the assessment tasks

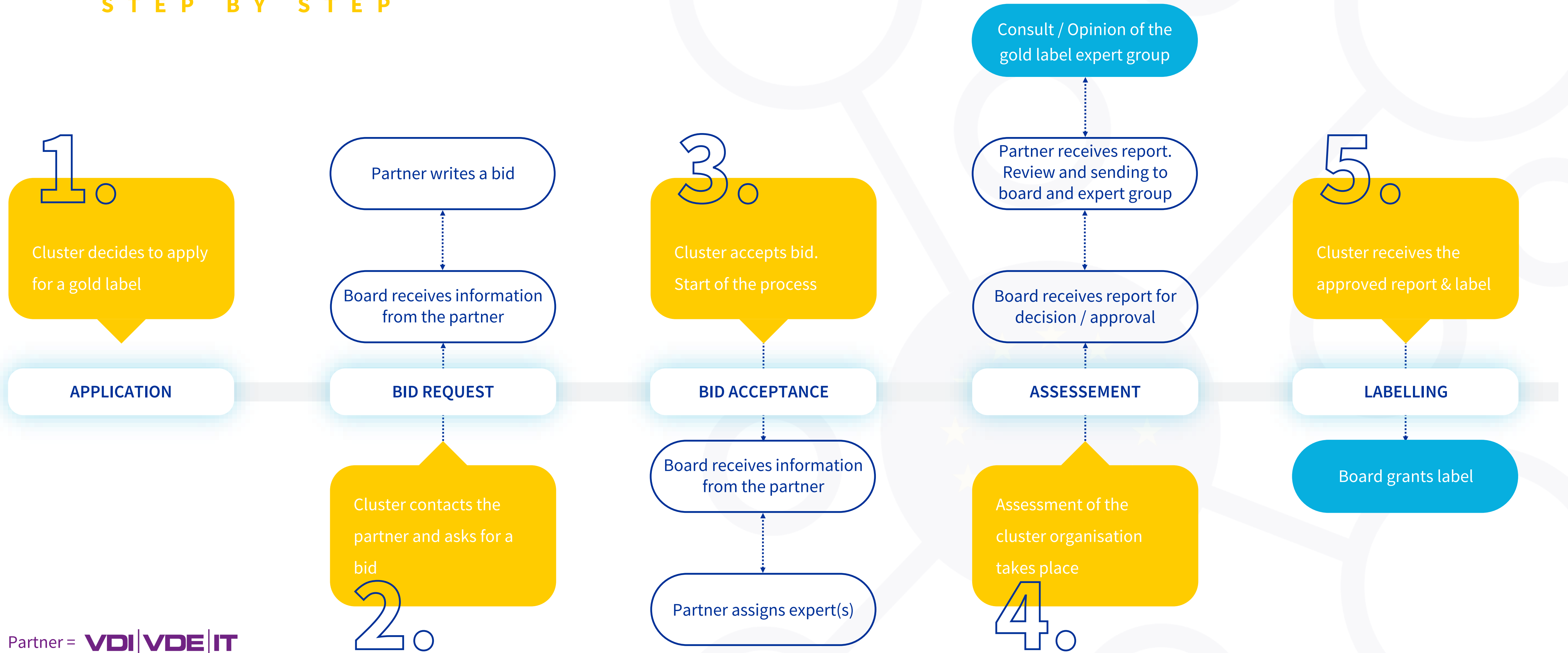


VDI|VDE|IT



The labelling process

STEP BY STEP



Partner = **VDI|VDE|IT**

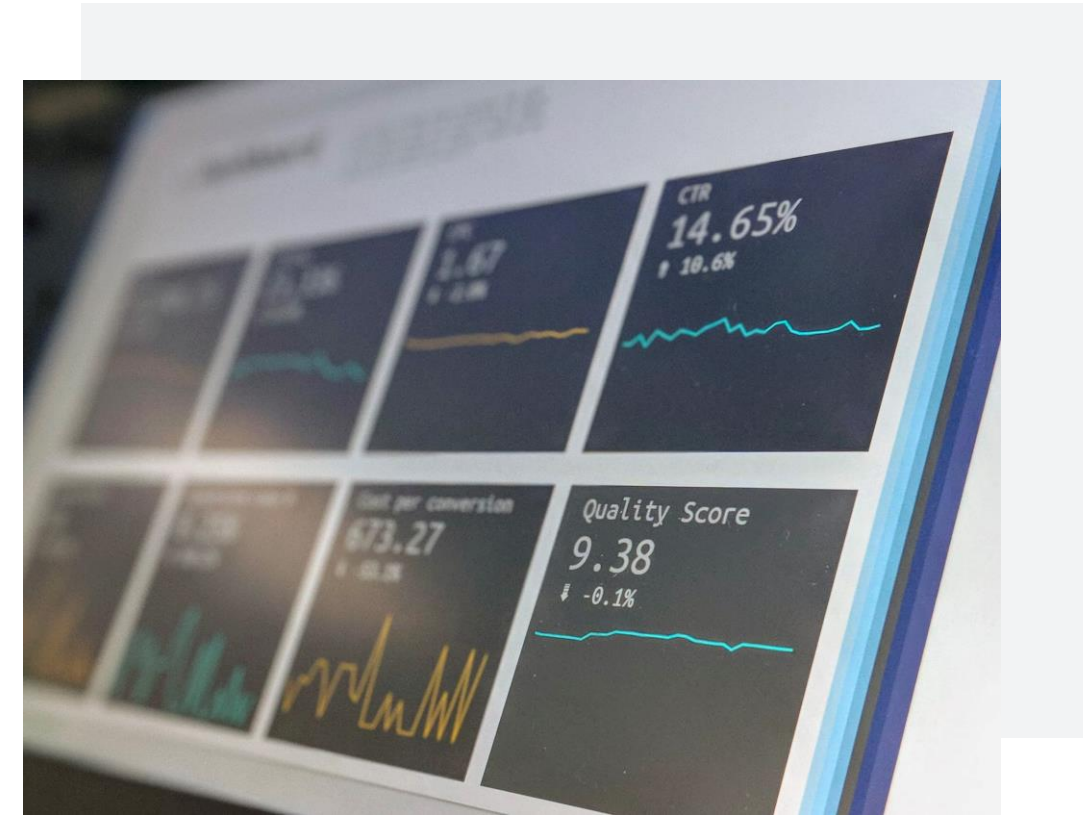


Internal organisation | Working groups



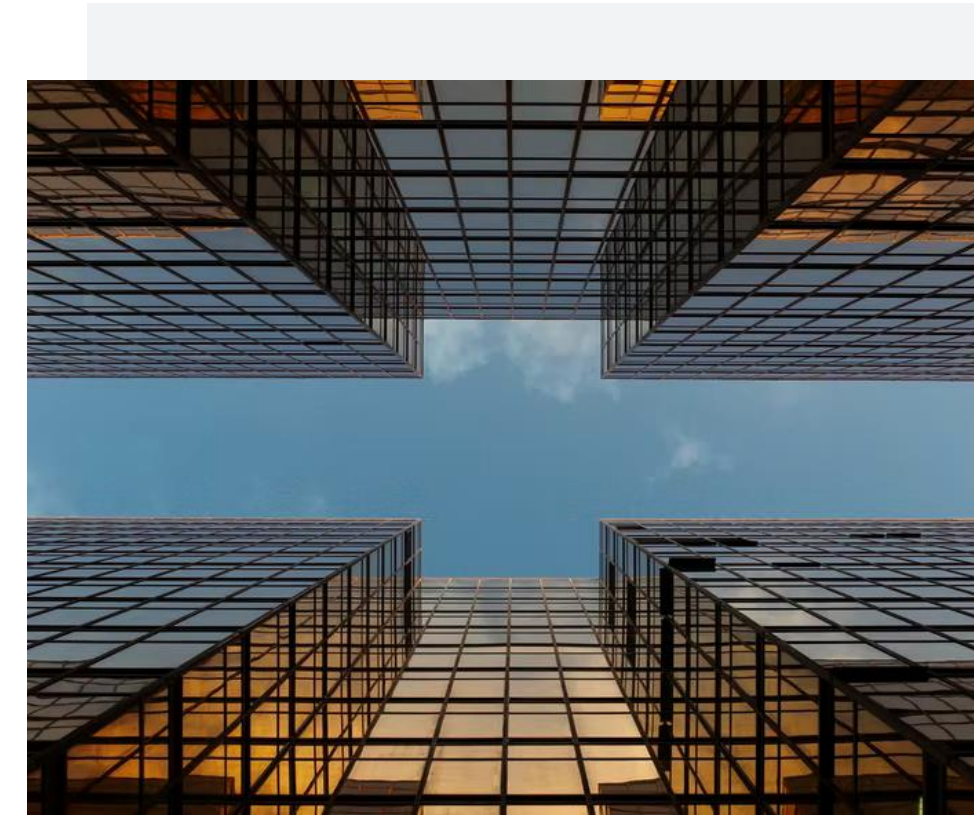
Partnership agreement

- Agreement signed in September 2021 with VDI|VDE-IT, current update of the labelling documentation.
- Formal operational transition in Q1 2022.



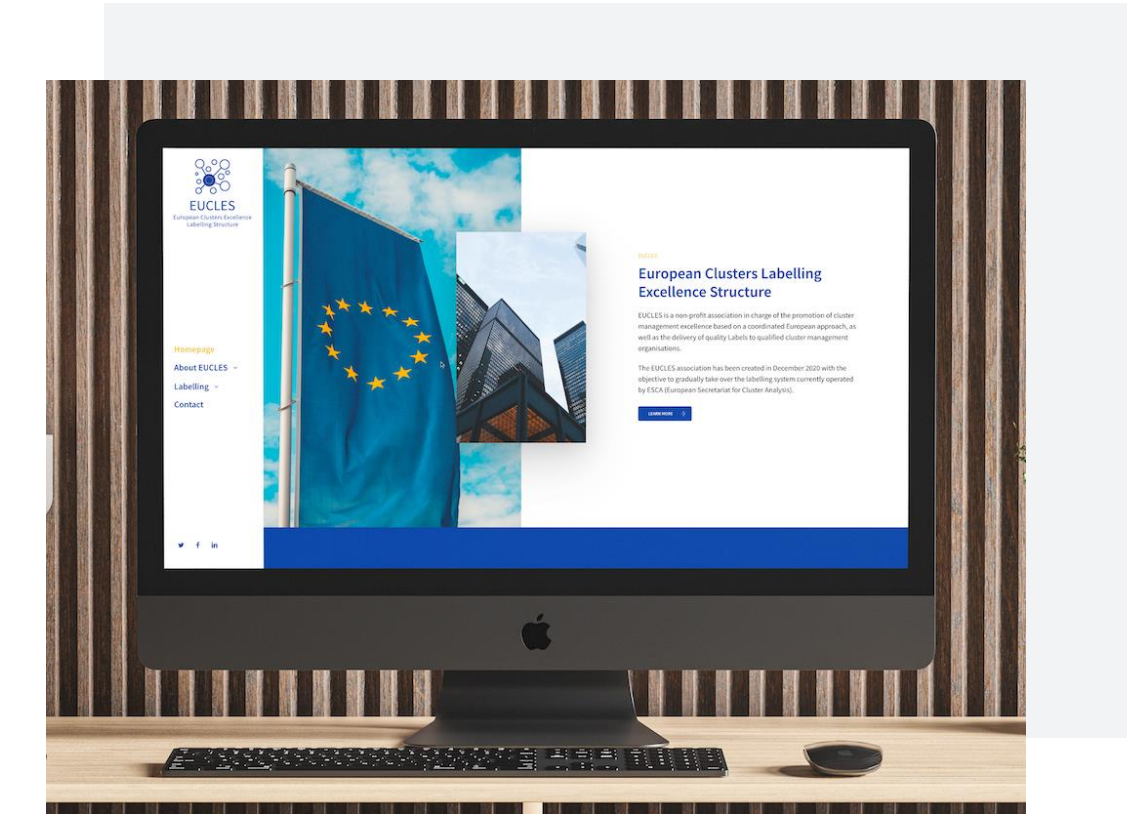
Indicators

- Digital aspects, green aspects, social cohesion, resilience and sovereignty to be taken into account and implemented further in assessment methodologies.



Labels recognition

- Possible incentives for the label requests by cluster organisations.



Communication / Prospersion

- Website: [Online](#)
- LinkedIn: [Page](#)
- Twitter: [Profile](#)



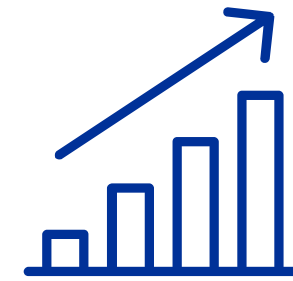
Interests of the labels



Baseline

Strong clusters promote economic growth by leveraging the innovation and business potential of a region:

- New employment opportunities.
- New companies, products and services.
- New R&D activities, patents = Entrepreneurship acceleration.



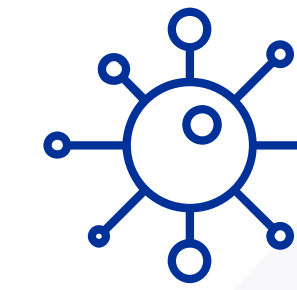
Growth through the quality

A professional cluster management contributes to the development of these dimensions. By focusing on management quality, the association contributes to the improvement of these dimensions.



A coveted label

More than **1,100 cluster organisations from 45 countries** have already been benchmarked and labelled.



Partnerships

The association works in parallel with several stakeholders (including the EC) in order to develop the recognition and potential incentives of the labels.



Labelling Methodology, Process, Indicators

GENERAL DIRECTION OF DEVELOPMENT

- More stable and transparent assessment approaches
- General shift from capacity/capability-based assessment/analysis approaches to more output/impact-oriented methodologies
- Simplification of assessment processes with the aim of possibly reducing the overall costs of the labelling (remote activities)



- Minimum quality and eligibility criteria for labelled organisations in synergy with registration criteria under the ECCP
- More intensive use of video-conferencing
- Revised set of underlying indicators



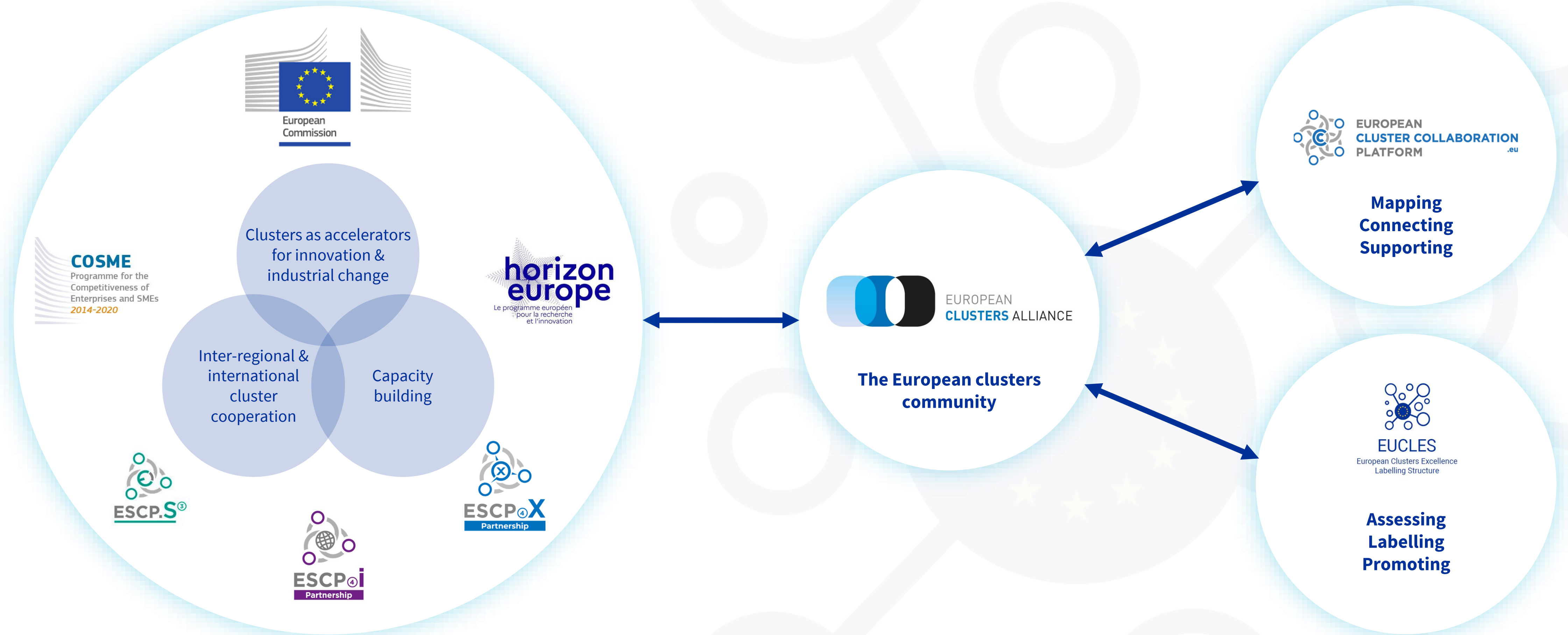
- Consulting-related agenda based on a more extensive preparatory data analysis



- Revised set of underlying quality indicators (Definition of new impact-oriented indicators, reduction of the current set of indicators)
- Reduction of the on-site assessment efforts



EUCLES: A key player in the European innovation ecosystem





Testimonials

CLUSTERS OPINION COUNTS





THANK YOU

To know more / apply for labelling:

———— www.eucles.be ————

ADDITIONAL SLIDE



General organization & interactions

