

1. PUBLISHABLE SUMMARY

Summary of the context and overall objectives of the project (For the final period, include the conclusions of the action)

Green Ict deVELOpment (GIVE) general project objective is to build up strategic cluster partnership in the field of green smart technologies in the field of automotive and transport sectors among the three industries: automotive, green technologies and ICT. The specific objectives of the GIVE project are:

- to create new value chain and favourable framework for establishing a sustainable cross-industry strategic cluster partnership(GIVE) in the field of green smart technologies focusing on automotive and transport sectors (under one visual identity, partnership agreement and common internationalization strategy)
- to create common knowledge base for internationalization and marketing in cluster managers and SMEs members and to establish strong links among GIVE partners and SMEs members by organization of 6 B2B event, 1 final conference and training webinar on internationalization and online marketing;
- to build up sustainable strategic cluster partnership based on development of GIVE internationalization strategy and implementation roadmap.
- to promote GIVE strategic cluster partnership on a European, regional and national level in order to extend the partnership in different regions and industries and to create links to other ESCPs.

Work performed from the beginning of the project to the end of the period covered by the report and main results achieved so far (For the final period please include an overview of the results and their exploitation and dissemination)

During the 2 years of implementation of GIVE project, partnership achieved the following:

- Establishment of strong base for successful project implementation of GIVE project by development of Project management plan, Project Quality Plan, project templates and procedures for smooth administrative and financial project implementation. The project manager Anna Naydenova has created a Google Drive toolkit named GIVE project hub.
- GIVE partnership has his own logo, GIVE partnership is visible in the social Networks- LinkedIn and Facebook as well as in Cluster Collaboration Platform. GIVE profiles were created and all information concerning partnership have been published and uploaded.
- GIVE partners have met on 1 kick of meeting and 5 partners' meeting held in Sofia, Cluj Napoca and Kraguevac and Tirana, Belgrade and again in Cluj-Napoca.
- GIVE partners have participated at five European Matchmaking events: European Matchmaking event, organized by European Commission held in Brussels, Belgium on 21-22 February 2018, EU- Western Balkans Cluster Policy Learning and Matchmaking event, held in Zagreb, Croatia, in November 2018, EU-Taiwan Matchmaking event, Leon 6-8 March 2019,EU- South Med Matchmaking event, held in Morocco 9-11 April.2019,European Cluster Matchmaking event in the framework of European Cluster Conference, held in Bucharest 14-16 May 2019
- The partnership has performed the survey among companies regarding cross-cluster collaboration among 3 industries, preferred third markets of interest and barriers to go international.
- GIVE partners has identified the 3 focused third markets – China, Egypt and Taiwan.
- GIVE partners created opportunities for SMEs to upgrade their internationalization skills by organization of 4 training webinars related to internationalization.

- GIVE ESCP has created one of the very important documents – Market Intelligence Report, which is a base for development of GIVE internationalization strategy.
- GIVE partners have organized 6 B2B events – December 2018 in Skopje, North Macedonia, February 2019, Tirana, Albania, and April 2019 Riga, Latvia, July 2019, Belgrade, September 2019 Sofia, and October 2019 Cluj Napoca.
- GIVE partners created contacts with partners from third target markets – China and Egypt and Taiwan. MoU were signed with the following organizations: TAITRA, Borg El Arab Innovation Cluster, Beijing Changfeng Information Technology Industry Alliance, Taiwan Electrical and Electronic Manufacturers' Association, Qungdao World-to Sino International Business Consulting Company and Federation of Egyptian Industries.
- GIVE partnership has extended with 4 new members – 3D Gupa, ARIA, ArchEnerg and Moravian-Silesian Automotive Cluster
- Development of GIVE Internationalization Strategy including GIVE internationalization strategy plan, GIVE Implementation Roadmap and GIVE financial plan.

Progress beyond the state of the art, expected results until the end of the project and potential impacts (including the socio-economic impact and the wider societal implications of the project so far)

During the project implementation more than 39 cluster organizations and business networks from different COSME countries having benefited from the events and webinars, 20 events were organized and more than 730 SMEs were involved directly and indirectly in the project activities.

Address (URL) of the project's public website

<https://www.clustercollaboration.eu/escp-profiles/give-0>

Sofia B2B event picture

