C ★ XCHANGE

Communication guidelines for the European Cluster Partnerships | Excellence for ClusterXchange

An initiative of the European Union

CONTENTS

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1. Scope and aim

The European Cluster Collaboration Platform (ECCP) is an action of the Cluster Internationalisation Programme for SMEs funded under COSME launched by DG GROW of the European Commission in 2016.

The ECCP provides networking and information support for clusters and their members aiming to improve their performance and increase their competitiveness through transnational and international cooperation.

ECCP also provides a ClusterXchange Support Office (CXC SO) for the implementation of the ClusterXchange programme managed by the European Cluster Partnerships | Excellence (Partnerships).

These communication guidelines aim to guide the Partnerships on their communication activities, especially what concerns ClusterXchange intending to optimise such activities and make them more coherent and easily recognisable.

The recommendations included in this document complement the communication and promotion-related obligations of the Partnerships as stipulated by their Grant Agreements signed with the European Commission services and do not in any case replace these. In case of conflict, the Grant Agreement rules should be applied.

2. Partnership and ClusterXchange visual identity

2.1. European Cluster Partnerships | Excellence logo

The European Cluster Partnerships aim to encourage clusters from Europe to intensify collaboration across regions and sectors. The following European Cluster Partnerships exist:

- The European Cluster Partnerships | Smart Specialisation aim to facilitate cluster cooperation in thematic areas related to regional smart specialisation strategies.
- The European Cluster Partnerships | International aim to develop and implement joint internationalisation strategies to support small and medium-sized enterprises' (SMEs) internationalisation towards third countries.
- The European Cluster Partnerships | Excellence aim to increase the competitiveness of SMEs by strengthening cluster management excellence, facilitating strategic exchanges, and partnering between clusters and specialised industrial eco-systems across Europe.
- The European Cluster Partnerships | Innovation, address the challenge to develop new cross-sectoral industrial value chains across the EU, by supporting the innovation potential of SMEs.

Each has its identifiable logo.

Figure 1 - European Cluster Partnerships logos

Excellence general logo

European Cluster Partnerships | Excellence or Partnerships have been selected under the European Cluster Excellence Programme of the European Commission. In visual terms, the full-colour logo (below) is the preferred version on all materials and communications produced by the Partnerships. A key component, the full colour logo is one of the most visible parts of the Partnerships' identity. The logo must be used as shown below wherever possible and cannot be altered in any way.

Excellence logo adaptations

Logo adaptations have been developed for each specific Ppartnership (an example is below). The Partnerships should employ the logo adaptation for all outputs that are specific to their Ppartnerships (e.g., all outputs produced by them). For general outputs that are not Ppartnership-specific, the general logo above should be utilised (e.g., outputs produced by the ECCP).

Tip. Use the Partnerships logo as follows:

- **General logo**: to be used for all activities that are not ascribable to one specific Ppartnership.
- **Logo adaptations**: to be used for all activities that relate to a specific Partnership.

The logos and their variations can be obtained from the CXC SO.

2.2.   ClusterXchange branding

ClusterXchange is a ~~scheme~~ programme that supports short-term exchanges to better connect Europe's industrial ecosystems. It aims to facilitate transnational cooperation, peer learning, networking and innovation uptake between actors: members of a cluster within a similar or from different industrial ecosystems. It is implemented with support from cluster organisations that have teamed up in Partnerships.

Branding

All outputs relative to ClusterXchange produced by the Partnerships should include three different branding elements: the Excellence logo (general or logo adaptation as needed), the EU co-funding (below), and ClusterXchange logo (further below). Please note that different rules apply for materials on ClusterXchange developed by the ECCP and the EC services.

Partnerships might have independently developed their project logos. They are free to also add them to the outputs they develop.

EU co-funding

Since the Partnerships are co-funded by COSME, all their outputs should contain the EU co-funding acknowledgement (presented below), including all outputs related to ClusterXchange.

Co-funded by the COSME programme of the European Union

Disclaimer for publications by the Partnerships

All publications made by the Partnerships should also carry the disclaimer below.

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Commented [T(6R5]: Disclaimer is correct

> "The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and Small and Medium-sized Enterprises Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."

ClusterXchange logo

The ClusterXchange logo should be included in all outputs related to the scheme produced by ~~the~~ Partnerships | Excellence. For what concerns Partnership activities not related to ClusterXchange, the Partnerships can remove the ClusterXchange logo from the provided templates and only include the

EU co-funding and Partnerships' logos in the final outputs.

Colour palette

The below colour palette should be used by the Partnerships for outputs related to ClusterXchange. The colour palette is in line with the new ECCP branding elements. Specific Word and PowerPoint templates are in the Annex of this document. These use the same colour elements. Ensure the secondary and expanded palettes are also used to provide visual variety to each ClusterXchange output.

ClusterXchange Light blue

CMYK: 70.22.0.0
RGB: 58.162.223
HEX: 3AA2DF

CMYK: 20.1.2.0	CMYK: 46.5.2.0	CMYK: 65.15.0.0	CMYK: 79.35.3.0	CMYK: 91.58.27.11
RGB: 211.234.248	RGB: 145.204.238	RGB: 79.173.225	RGB: 32.136.197	RGB: 22.91.132
HEX: D3EAF8	HEX: 91CCEE	HEX: 4FADE1	HEX: 2088C5	HEX: 165B84

Typography

The below typography should be used by the Partnerships for outputs related to the ClusterXchange scheme. The typography is in line with the new ECCP typography.

Heading and Primary Typeface

Primary Typeface

Montserrat is the primary typeface for use within the ECCP brand. It is a fresh, modern typeface that reflects the brand's personality. The full type family can be downloaded free of charge for use within printed and digital materials, from the following link: https://fonts.google.com/specimen/Montserrat?query=mON.

Montserrat should also be used for websites.

Heading Typeface

Bebas Neue is the selected heading typeface for use across the ECCP brand. This typeface should be used sparingly, for example, on headings on ~~large size~~large-size posters, ~~pullup~~ pull-up banners or exhibition stands (if required) where 1-2 lines of text will be used. For all other instances, Montserrat should be used as the lead typeface.

Alternative Typeface

BEBAS NEUE	Montserrat medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Montserrat black	Montserrat regular
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Montserrat extra bold	Montserrat Light
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Montserrat bold	Montserrat extralight
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Montserrat semi bold	Montserrat Thin
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Should Montserrat not be available, Arial can be used as an alternative.

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Commented [JL8R7]: I'm afraid I'm not sure which formatting issue you are referring to. Could you please elaborate further on the matter?

Commented [T(9R7)]: Sorry for not explaining it well. Compared to the former version the order should be: Heading Typeface; Bebas Neue is … ; Alternative Typeface; table. Clearer now?

Commented [JL10R7]: Thank you for the clarifications. Are you perhaps accessing the document via your internet browser? When I open the document in my browser I indeed see formatting issues as well. However, they do not appear in the word application for me.

Commented [T(11R7)]: Dear Jip, I confirm that when opening it with the Word application it is fine

3. Communication messages and tools

3.1. Key messages

This section collects key messages that can be communicated about ClusterXchange according to different target groups. They can also serve as inspiration when you are communicating about the scheme, namely preparing presentations, writing social media posts, etc.

Note that ClusterXchange should be referred to as a brand. The brand "ClusterXchange" should, therefore, be mentioned without referring to "scheme" or "programme", where possible.

Key messages help the campaign to speak with one voice.

Target group	Key message
General public	ClusterXchange helps European entrepreneurs, cluster managers and others enrich their experiences, through learning and networking, and by spending short periods of time in each other's organisations located in different European countries. It helps businesses grow through receiving better business support, exploring new markets, and improving their products and services.
Cluster community	ClusterXchange facilitates transnational, cross-regional, sectoral and cross-sectoral cooperation through short-term exchanges between clusters and their members. It helps boost learning and innovation-oriented activities with the view to increase the competitiveness of European SMEs.
Businesses (e.g., SMEs)	Participation in ClusterXchange enhances entrepreneurship, notably scaling-up of SMEs, innovation uptake, internationalisation and the increase of competitiveness of new and established enterprises within the European Union and in other participating countries. It helps enterprises explore growth opportunities in new markets, create new business partnerships, take up new technologies, digitalisation and green low-carbon solutions, and broaden their sector- and ~~non-sector specific~~non-sector-specific skills and knowledge.

3.2. Our support

Each Partnership develops its own communication and dissemination strategy for ClusterXchange. The CXC SO develops a range of tools to help this process. These include the following:

ClusterXchange and Partnerships' visual identity	ClusterXchange and Partnerships' logos and branding guidelines provide a streamlined look and feel for the Ppartnerships and the scheme.
Excellence Partnerships leaflet	The leaflet summarises the key information on the Partnerships and ClusterXchange.
Media Communication Toolkit kit	This document walks you through the available tools the ClusterXchange Support Office has to offer to make your communication activities run as smoothly as possible.This kit contains the press release template for the Partnerships to use in promoting ClusterXchange and the Communication guidelines that provide guidance on how to communicate about ClusterXchange in general, as well as on how to approach social media and media relations.
ClusterXchange Host and visitor brochure	This brochure provides the host and visitor participants with information about ClusterXchange and guide guides them through its key steps.
Brochure and informative material on the IT ToolNew CXC IT Tool User Manual	This brochure and informative materialsmanual will provide guidance toguides the participants of ClusterXchange on the use of the IT Tool.
ClusterXchange presentation video	This is a short video that will presents ClusterXchange and its benefits for participants.
IT Tool tutorial video	This tutorial video on the IT Tool will illustrates how to use the CXC IT Tool.
Success Story Kit	Guidelines and a template (including also a consent form with instructions to fill in and a data protection notice) are provided to support participants in structuring and sharing their experiences.
Success story video editing	A video presenting the most remarkable experiences related to ClusterXchange will be produced edited based on the success stories submitted by the participants.

Use of the ECCP online platform for publishing news, achievements, documents, and events related to the Partnerships activities (including on ClusterXchange)

- The Partnership profile page administrator on ECCP can add other Ppartnership members in to the profile's administration team. This will grant them the permissions required to create content related to the Ppartnership on the ECCP.ECCP Platform.
- All announcements, either as news articles or events, published on the Partnerships' profile pages will automatically appear on the following sections of the ECCP website:
  - o News:
    - Excellence News page: https://clustercollaboration.eu/partnership-news/escp-4x
    - ECCP general news section: https://clustercollaboration.eu/news
  - o Events:
    - Excellence Events page: https://clustercollaboration.eu/partnership-events/escp-4x
    - ECCP general calendar: https://clustercollaboration.eu/event-calendar/any

Commented [M(12): Please link all the listed items in the table where already possible.

Commented [T(13R12): dear Jip, can you please specifiy which documents still need to be finalized? I don't see links for: ClusterXchange and Partnerships' visual identity; Communication Toolkit; Success Story Kit; Success story video editing. Thanks for clarifying

Commented [JL14R12): Dear Lorenzo,

The following items without hyperlinks are currently being developed:

- Communication toolkit (In contact with Low regarding design aspect)
- Success Story Kit (being edited by CXC SO)

The items "ClusterXchange and Partnerships' visual identity" and "success story video editing" will not have any attached hyperlinks as it is either enshrined into this very document or is rather a service.

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3.3. Social media

The social media guidelines are applicable for the implementation of social media activities on ClusterXchange by the Partnerships. Please read the below guidelines thoroughly before taking action.

Quality checklist

Below you find the standard checklist for all quality checking (QC) of social media content:

- ✓ Content is relevant and timely
- ✓ Copy is in plain English with no typos
- ✓ Call to action and link are included and correct
- ✓ High-quality image or video are used (do not use Shutterstock images)
- ✓ Right number and correct use of hashtags (no more than three)
- ✓ Right number and correct use of emojis (no more than three)
- ✓ Relevant stakeholders are tagged in (as many as necessary)
- ✓ Display is correct on mobile (preferable)

How to engage on social media

Follow us

Follow the official ECCP channels on social media to keep up-to-date with the latest news, events and discussions on the Partnerships and ClusterXchange initiative.

Social media channel	Account handle
Twitter	https://twitter.com/Clusters_EU
LinkedIn	https://www.linkedin.com/company/european-cluster-collaboration-platform-eccp
ECCP ClusterXcChange	https://www.clustercollaboration.eu/ xchange.clustercollaboration.eu

Make sure to use the **official hashtags and** ~~to~~ **tag us** with your relevant content. Please find below the list of hashtags we advise you to use:

- **#Clusters** is a generic hashtag that will insert your post in the overall conversation on clusters.
- **#ECCP** is the official hashtag of the European Cluster Collaboration Platform.
- **#ClusterExcellence** is the official hashtag of the European Cluster Partnership | Excellence
- **#ClusterXchange** is the official hashtag of the ClusterXchange scheme.

In some cases, it is also relevant to use event hashtags or others such as **#SME**.

> **Tip:** Tag relevant stakeholder and key accounts by using '@' and then typing the account name such as the ECCP, the European Commission, DG GROW and EISMEA. This can play a role in the performance of your post.

Top tips for content

In terms of content, you should ensure that your posts follow a **clear structure**. Your first sentence should focus on capturing the reader's attention whereas the second sentence should focus on clarity, keeping it short and simple. If it's hard to summarise, use tick lists.

Also, make sure **your tone of voice** is consistent across your content. A balance should be found so that the message is professional but succinct.

Consult the top tips below to make sure you are doing most with your posts effectively:

- ✓ Include a link to a website, such as the ECCP Partnerships information page, to provide more information for people who are interested.
- ✓ Pin posts/tweets of high importance to the top of your feed to ensure ongoing visibility.
- ✓ Use automated scheduling tools, such as Hootsuite, to plan social content in advance to ensure regular promotion.
- ✓ Host live activities via Facebook, Twitter, Instagram or YouTube to communicate with your target audience in real-time, without the cost of organising a physical event.
- ✓ Use engaging visuals such as GIFs thanks to simple online tools, such as Tenor, EZGif or Giphy.

Dos and Don'ts

The below rules are a reference for authors and reviewers of social media content.

Do
- Always use 'ECCP' as the acronym.
- Use 'Cluster' as a singular for the service name, the plural form is for general usage. Preface clusters as 'industrial' to avoid confusion with medical clusters (e.g., virus clusters). Clusters need to be referred to in third person e.g., 'Clusters need to exchange and connect themselves to enable innovation.'
- Include #ECCP in all posts.
- Include emojis when drafting posts but keep these 'professional' such as flags, arrows, and announcement emojis. Try to use no more than three.
- When mentioning countries, you should mention them by their name and include their flag emojis. For exchanges outside the EU, the EU country flag and the EU flag must be placed first and the other country second.
  For example, in an exchange between China and France, this order should be followed with the flags: FR, EU, CH.

- Double-check the date, hour and other relevant details for events to be announced. Remember to add the time zone next to the hours.
- Try to always upload videos to the platform you are using to create a better reach and engagement.
  For example, upload the video on Facebook instead of using a YouTube link.

- Always remember to ask permission from any individuals who feature in photos/videos.
- Double-check every single link used in the posts.
- Do retweet official EC accounts when content is relevant.

Don't
- Do not include call to actions in **every** post. These should be used when it makes sense in the overall context of the post being drafted.
- Use numerous hashtags such as #European, #funding, #conference.
- Use more than one hyperlink in any given post.

- Use the same words for every post – especially when these posts are two/three days apart as you need to create appealing copy that is not repetitive.
- Use similar formulas for posts in the same batch. Items like "Have you heard about x?", "Did you know?" etc. should only be used once in any given batch of content if any.
- Do not engage in controversial, spam or offensive interactions.

Best practices

Post at optimal times

The best times to be posting on social channels are shown below:

- **Facebook**: Between 12:00 and 15:00, Monday, Wednesday, Thursday, and Friday.
- **Instagram**: Between 14:00 and 15:00, Monday to Friday.
- **Twitter**: Between 12:00 and 15:00, Monday to Friday.
- **LinkedIn**: 7:45, 10:45, 12:45, and 17:45, Monday to Thursday.
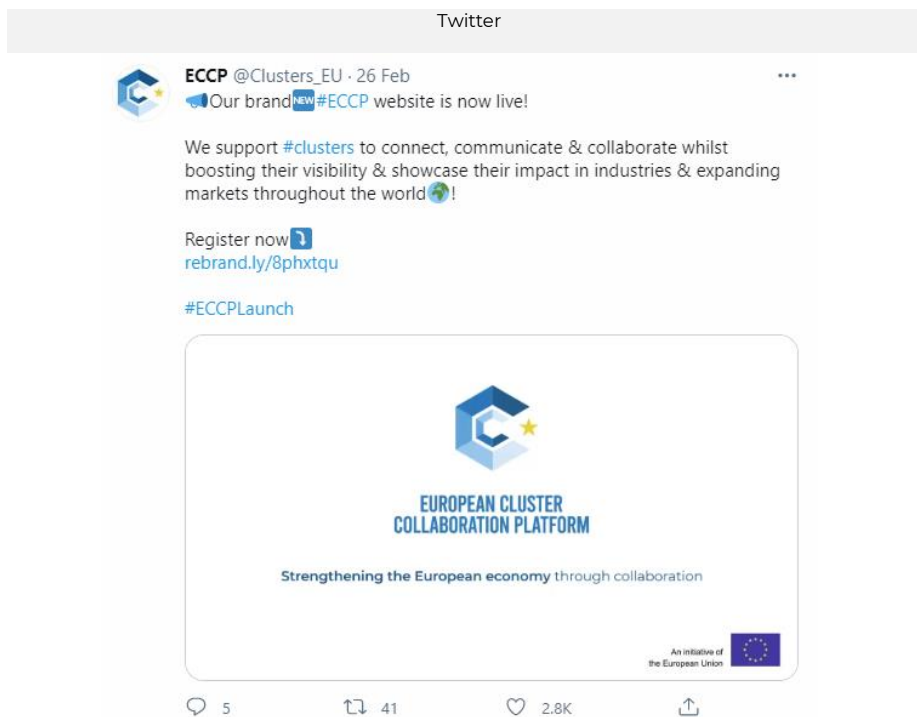
Keep it engaging

Make sure to build engagement in your community. To do so, comment and share or retweet content, respond within 24 hours to questions and start discussions.

Twitter, Facebook and Instagram have the option to create your own opinion poll. You could ask your community and use the results to educate them or provide a call to action.

These represent gateway opportunities to return the interaction and build relationships that can be developed further in the future.

ECCP

Examples of high-quality posts:

Twitter

LinkedIn

ClusterXChange

Fictional example below.

	On March 31, the X partnership conducted a successful exchange between #clusters organisations from country A and country B🌐	
01/04/2021	Read more about this success story, and how to become a host or visitor!	
	Take a look ➡️ https://bit.ly/2OM8VIh	

3.4. Media relations

This ~~part~~ section guides you through the various media channels you can use to raise awareness about ClusterXchange and its benefits to potential participants, the cluster community and the broader public.

Why tell the media about your involvement in ClusterXchange?

You can use media coverage to promote your organisation and show how it fosters innovation and international collaboration. This will make more people aware of the ~~scheme~~ programme and motivate them to take part in the ClusterXchange. Media coverage can also raise the profile of your organisation beyond your existing networks, and ~~to~~ spread the message of industrial collaboration far and wide. This will help to raise awareness and shift the perception of clusters in your country.

Types of media

The types of media that might be interested in ClusterXchange include the following:

Local newspapers, websites and blogs	Local newspapers, websites and blogs can be approached in the lead-up or following exchanges. A press release around two weeks before and within two weeks after the end of an exchange is a good approach here. You can also phone any media centres that you would like to cover your exchange, to help draw their attention to it. The publication or channel may decide to do a pre-exchange story, or they may prefer to interview you during or after an exchange and write up a story based on your experience.
National newspaper	Depending on the size and importance of the organisations involved, national newspapers may be interested to hear about exchanges. Providing facts and figures that are relevant to a general audience, quotes and interesting interview opportunities can help to attract the interest of these publications.
Specialist publications	Specialist publications may also be interested to hear about exchanges. You should approach these as early as possible as their editorial calendars may ~~fill-up~~fill up in advance. The information you provide to these publications can be more technical and providing access to an interesting expert or testimonial will help encourage coverage.
Radio and TV	Radio and TV may be interested, particularly in exchanges related to hot issues (e.g. medical equipment in a time of pandemic) or ~~ground breaking~~ground breaking technologies (e.g. AI, IoT). Providing access to interview opportunities with an interesting expert or a testimonial would encourage filming and recording.

Media checklist

Here is a simple checklist that you can follow ~~in order to~~to generate coverage for exchanges and ClusterXchange. This is followed by more in-depth tips and advice.

- ✓ Decide which media you would like to approach.
- ✓ Adapt the template press release with information about your exchange.
- ✓ Add ~~in~~interesting and relevant country/region-specific stories and information.
- ✓ Share photos, videos, quotes, infographics, etc. that can be published.
- ✓ Think about who could be a potential interviewee.
- ✓ Email the press release and photos to media contacts.
- ✓ ~~Follow-up~~Follow up with a phone call to key media and include your name and contact details so that you can answer queries.
- ✓ If an interview is arranged, be there to welcome journalists on the day and introduce them to interesting people.

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Identifying which media to approach

The first step is to identify which media covers your local or regional area. You can then find out the contact details of the journalists who cover local businesses, industrial policy or European affairs by looking at their website or calling their media offices.

> **Tip**: A good contact list is the first step for successful media coverage.

Preparing a press release

The best way to provide information to the media is by sending a press release. You can use the press release template as a basis. Adapt the template in the language you require and then simply fill in the information about an exchange/ClusterXchange, your organisation and any region-specific information that you think is interesting and relevant.

Most media organisations prefer to receive press releases in the body text of an email, rather than as an attachment, so copy and paste the press release into an email before sending it.

Tips:

- Put the important information first.
- Always try to answer what, who, when, where and why.
- Use short sentences and dynamic language.
- Avoid jargon and specialist language and explain abbreviations.
- Remember to include quotes and figures.
- Send a photo that the journalists can use (only include photos that they can publish without infringement of copyrights or personal data rights).
- Include your contact details for enquiries.

Bringing your press release to life

The aim of your press release is to provide journalists with relevant and newsworthy information, plus, the material they can publish such as photos, videos, success stories, quotes, infographics, facts, and figures.

Photos	For photos of individuals, you will need them to sign a release form.
Public domain photos	If you are sourcing images from the internet, be mindful of any copyright requirements. To be on the safe side, you can opt for images in the public domain from sites such as Pixabay and Unsplash as their license restrictions are simple to follow.
Videos	You can include a link to a video or soundbite from a testimonial, as it is a great way to grab people's interest and can be used by TV channels and online versions of local and national publications.

Quotes	It is a good idea to include a quote in your press release. This can be a testimonial from the scheme or an expert from your organisation.
Fact and figures	These can be regional, country-specific or EU-wide and relative to the industrial sector/area touched upon by the exchange.

Sourcing facts and figures
Your organisation may have access to interesting and relevant facts and figures. Alternatively, check European sources of industry/country-specific facts and figures that you might find helpful. Remember to always quote the source.

Sending the press release
For local media and daily newspapers, you should send the press release around two weeks before the event you announce (e.g. start of an exchange). For specialist publications and magazines, you should send the press release earlier as their editorial calendar may get booked up in advance.

Building relationships with journalists
Establishing a good relationship with journalists can help to generate coverage. You can phone them up and invite them to cover your exchange in addition to sending the press release. Make sure you ask about any specific requirements they have and that you send them a reminder if you arrange an interview. Once the day arrives, have a designated person to welcome them and make sure they have all the information they need. It may be a good idea to print out some copies of the Partnerships leaflet to hand out.

3.5. Giving successful interviews

Interviews can be conducted face-to-face at the event, over the phone or by email. In the event of an interview request, there are some basic tips to bear in mind.

Tips:
- Provide the journalist with background information on your organisation and ClusterXchange.
- Information about the ~~scheme~~ programme and the Partnerships | Excellence can be found on the ECCP and in the dedicated communication materials.
- Decide in advance what you would like to say. You can make a few notes that will help you during the interview.
- Focus on the key messages you want to convey and present your main points first.
- Be concise and use examples and personal stories to make your story stand out.
- Leave your contact details in case the reporter needs to double-check any information.
- You may want to arrange the interview with someone else who can give a testimonial, namely a participant (host or visitor). In that case, decide who would be the best person to be interviewed. Check with them and see if they are happy to be contacted by the press, and brief them on what to talk about and the scheme's key messages. Then arrange a time for the journalist to call or meet up with them.

4. Frequently asked questions

- How can I make my story more attractive to the media?

  Bear in mind that journalists like real-life stories. Including personal stories, quotes and figures will make your press release stand out.

- Does the European Commission provide media contact details?

  No. However, this document provides advice on creating a good media database and tips on how to build a strong relationship with journalists.

- I have some further questions – whom can I contact?

You can email us at clusterXchange@clustercollaboration.eu or give us a call at +32 02 287 08 32 between 10:00-14:00 (CET) on Monday to Friday on working days. Alternatively, you can contact us on social media, through the accounts below.

5. Contact us

We are happy to help with any queries you may have about ClusterXchange and your related communications activities.

Email: clusterXchange@clustercollaboration.eu.

Portal: https://clustercollaboration.eu/

Field Code Changed

Twitter: @Cluster_EU

LinkedIn: European Cluster Collaboration Platform

Annex 1. ClusterXchange Word template

The Word template to be used by the Partnerships for ClusterXchange-related aspects is provided in a separate file.

Annex 2. ClusterXchange PowerPoint template

The PowerPoint template to be used by the Partnerships for ClusterXchange-related aspects is provided in a separate file.