

# European Cluster Alliance Against Coronavirus

**Saturday 23<sup>th</sup> May, 2020 at 8.30**

Working format is based on “*Gilles Rules*” (designed to allow everybody to speak and share, optimizing time)

[Link to registration of the session](#)

Topic of the day: **Analysis of Disruptions and solutions on European Value Chain**

## CONCEPTUAL FRAMEWORK

In the meeting on the 23<sup>th</sup> May, the European Cluster Alliance start the **Analysis of Disruptions and solutions on European Value Chain**.

The session is a brainstorming session open to debate and all participants are invited to share contributions, reflection, methodologies and proposals regarding the **best way to analyze disruptions and solutions on the european value chains** and collect signals of different supply chains that clusters and other actors are able to rapidly detect.

A list of proposal questions is shared to the attendants: how to analyze a disruption.

In first is essential **make a clear definition of disruptions** and indicate which **industrial ecosystem are affected**.

Then is necessary **define which stage of supply or value chain is affected**. The Michael Porter's value chain is shared to the group and it refers to the critical elements involved.

It is necessary to **distingue from supply chain and value chain**, because disruptions are different. **Supply chain** is meant to be really physical, from a logistic point of view, producing product and bringing them to customers. **Disruption** in the supply chain means that products are not reaching customers, because of problem in logistics, lacking of resources, missing skills uptake. On the other side, **value chain** includes the value creation, where the value is added at different stages. **Disruption** in value chain could mean a reshuffle of where the value is created (and it could be in research or strategy, rather in logistics).

For each disruption there is the need of clear definition about the **geographical location**, the **territory** affected and describe **the character of disruption**.

The session gone through a concrete example to proceed the examination of the characters of a disruption by using, for instance, the **plastic disruption**. This is a critical disruption dealing with **transparent plastic lack**. Transparent plastic is needed for employers safety and used to separate each others in the working stations. In order to produce transparent plastic is needed a specific monomer, PLA. Actually PLA is still missing in Europe and it is produced by only two suppliers in the world.

Therefore the analysis of the **character of the disruption** need to clarify:

- Is it a problem of raw materials availability (for instance PLA), a problem of production capacity or a knowledge matter?
- Why raw materials are missing? Who are the producers?
- Can the solution be implemented in a short time or not?
- Which investments and technology maturity are needed to react?
- How transform the disruption into market opportunities?
- Is the market able to solve itself or the public intervention is needed?
- Is the disruption temporary or permanent?

By answering all these questions it is possible to deeply analyze the disruption, identify the needed and find solution.

On Friday the 29 of May a specific session will be dedicated to plastic disruption.