



EUROPEAN CLUSTER  
COLLABORATION PLATFORM

# ECCP Trend Universe User Manual

An initiative of the European Union



Co-funded by the COSME programme of the European Union



## Background and purpose of the document

Launched in April 2023, the **ECCP Trend Universe is the new strategic foresight instrument** of the ECCP to help you - EU cluster organisations and your members - to identify **mega and macro trends** in the **14 industrial ecosystems** having a direct impact on markets as well as your technologies and businesses. There is an unrestricted **access** to the Trend Universe for ECCP users with a profile on the ECCP and location in the EU. For non-European ECCP users, the ECCP Trend Universe is only accessible to registered ECCP Pro User.

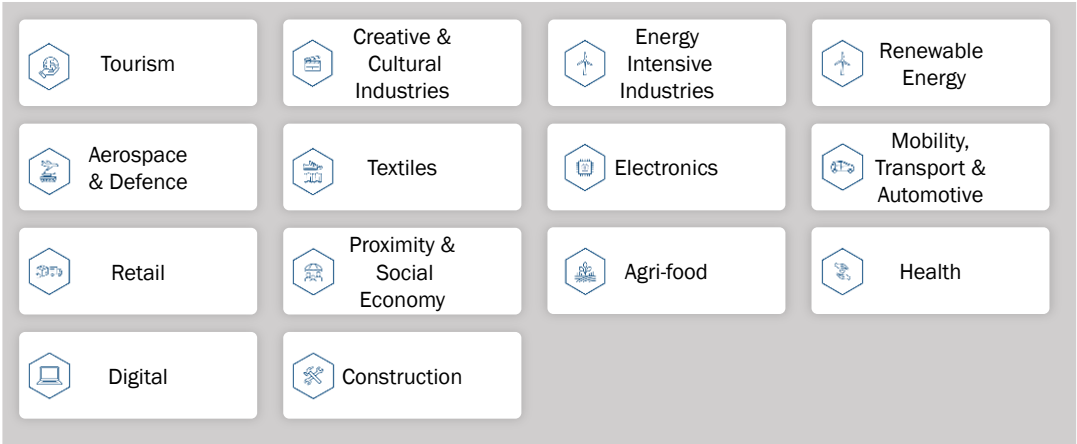
The **purpose of the ECCP Trend Universe Manual** is to provide you – registered or interested ECCP Trend Universe Users - to provide you with the necessary information to ease and facilitate the use of the ECCP Trend Universe starting from the registration process as a Pro User (if you are not located in the EU) to the actual use of the ECCP Trend Universe.

## The ECCP Trend Universe and its benefits in brief

With the ECCP Trend Universe, you can:

- **enhance the strategic foresight** through the assessment of the influence of future trends on your organisations,
- understand better future trends and their impact on your cluster organisations and you're your cluster members,
- select one or more of the relevant **14 industrial ecosystem(s)** in which your cluster organisation is interested in,
- identify early developments within 14 different industrial ecosystems,
- view relevant **trend assessments** from other clusters and global data in these radars,
- make your own **trend assessment** and be guided by valuable benchmarks based on the wisdom of the crowd.

Figure 1: Overview of the 14 industrial ecosystems



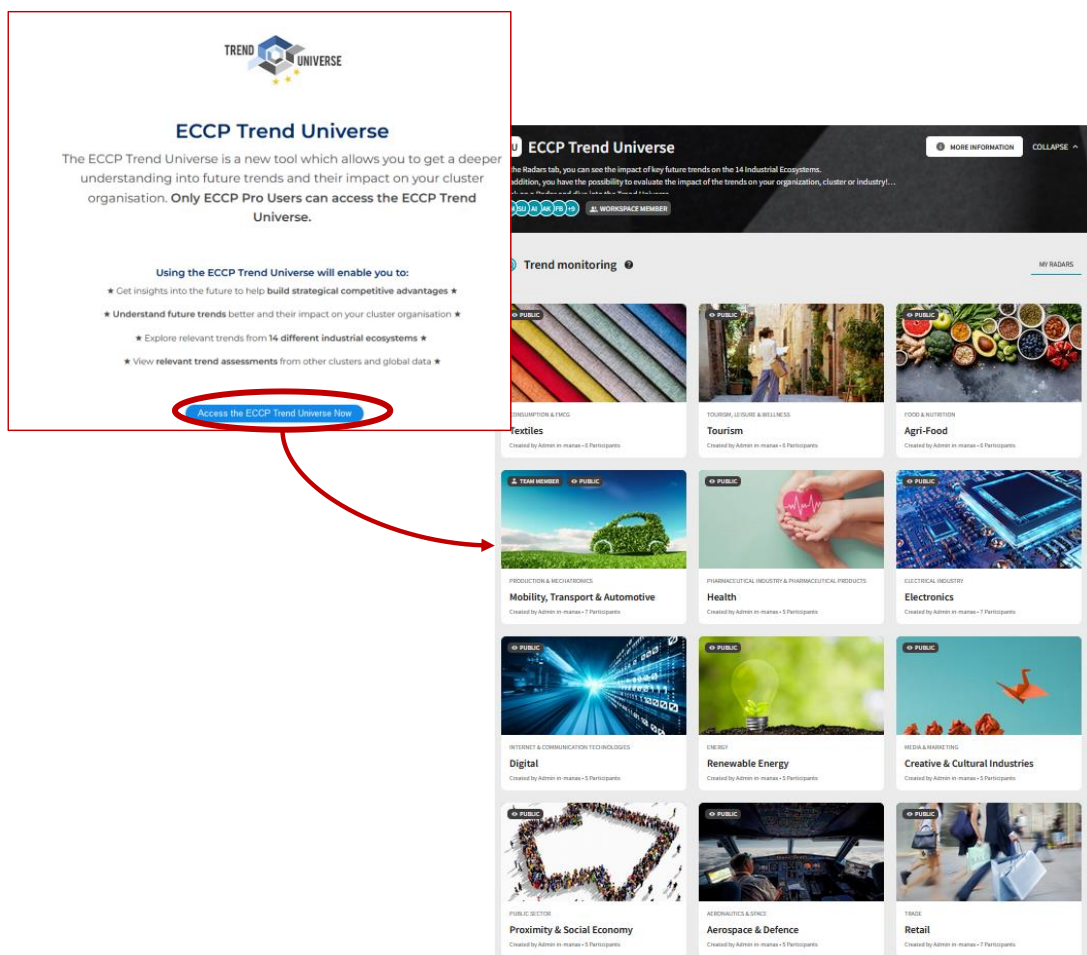
Source: ECCP (2024).

## Access the ECCP Trend Universe

To find the ECCP Trend Universe, you can navigate from the ECCP landing page via the knowledge tab to the ECCP Trend Universe page. When being on the [ECCP Trend Universe page](#), the actual Trend Universe can be accessed via the **blue access button** on the [ECCP Trend Universe main page](#) (see Figure 2). When clicking on the blue button, a new tab will open directing you to the [landing page of the ECCP Trend Universe](#).

It is important to note that only users with an ECCP profile that is located within the EU can access the ECCP Trend Universe without limitations. Users with an ECCP profile located outside of the EU need to be Pro Users (see also the section on registration as Pro User below). As a Pro User, you need to be logged in to your user account to be able to access the ECCP Trend Universe.

Figure 2: Access to the ECCP Trend Universe portal via the blue access button



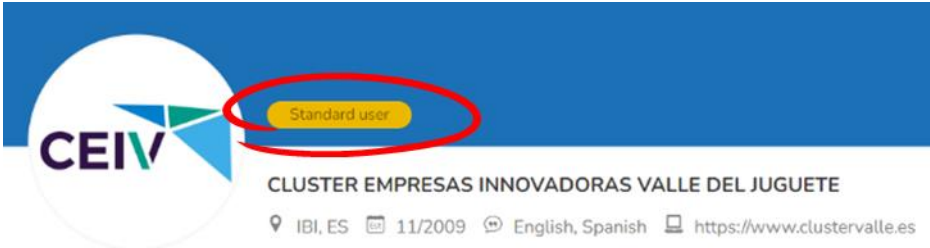
Source: ECCP (2024).

# Registration as Pro User to benefit from the ECCP Trend Universe (only for ECCP profiles outside of the EU)

Two new user types are introduced to the ECCP-Platform:

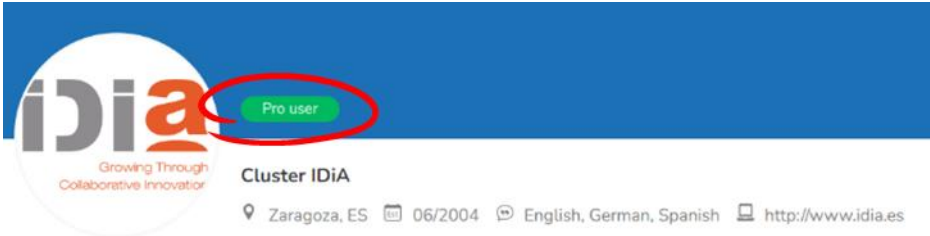
1. **“Standard user”**, filling out all mandatory information asked for in the profile registration process

Figure 3: Screenshot of standard user profile on the ECCP



2. **“Pro User”**, providing not just the **mandatory, but also at least 50% of the optional information**. If your registration as Pro User is validated, a green badge stating “Pro User” will pop up next to your profile logo

Figure 4: Screenshot of Pro User profile on the ECCP



### Overview of the main differences

Standard User Profile*	Pro User Profile*
Basic Industry Sector Information	Extensive industry info including i.e. Technology Fields and Industrial Alliances
Standard organizational KPIs	Detailed organizational KPIs including current and anticipated cluster growth
No Information on Special Thematic Areas	Information on Areas such as internationalisation and digitalisation
No Data on Partnerships etc.	Partnerships and Networks are disclosed

\*Please note that both profile types can include all information, the distinction is made based on the 50%-mark

**Every profile** can be “Standard” or “Pro”, there is no restriction, still reaching Pro User status comes with several advantages. Not only are you showing professionalism and the visitors of your profile are able to see valuable information directly, **being a Pro User is coupled** with the access to **interesting additional functionalities and services** on the European Cluster Collaboration Platform. For ECCP profiles located outside of the EU, one of them being the ECCP Trend Universe.

We generally encourage every organisation registering on the European Cluster Collaboration Platform to spend the time during the registration process to become a Pro User!

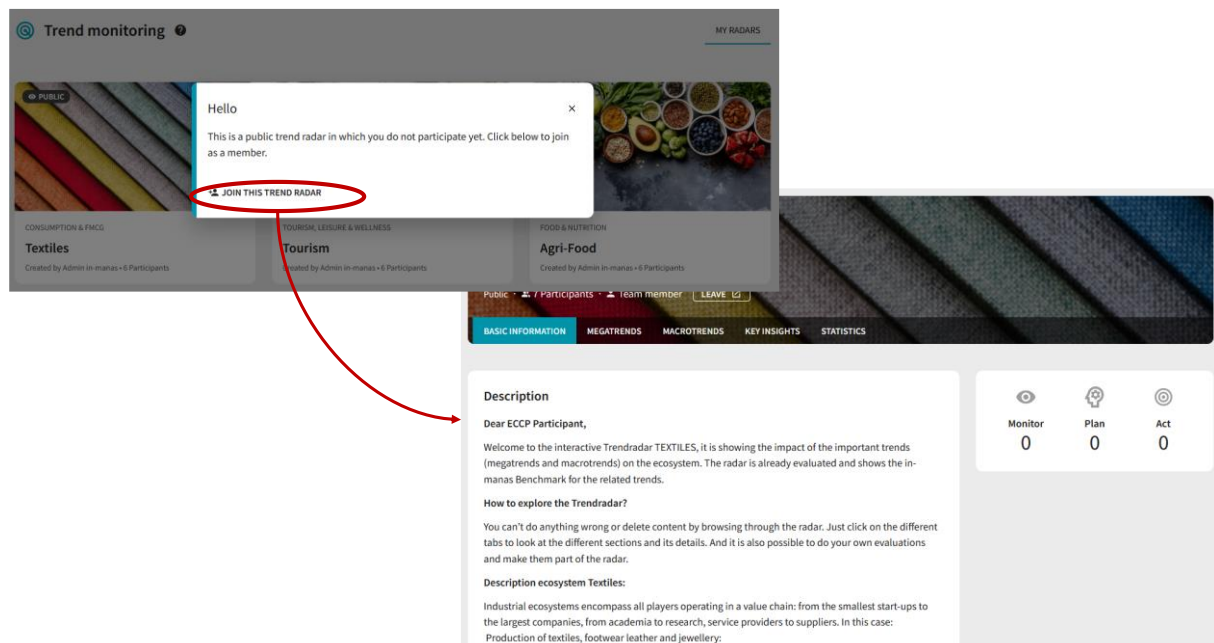
## Navigation within the ECCP Trend Universe

After having accessed the ECCP Trend Universe through the ECCP website, you will be navigated to the **overview page** of the ECCP Trend Universe through a **new tab**.

### Step 1: How to access the trend monitoring for each of the 14 industrial ecosystems

From the landing page of the Trend Universe page, **you can join and open the Trend Radar for each industrial ecosystem** when clicking on the related box. Click on “join this Trend Radar” to access the related Trend Radar page (see Figure 5). When entering the selected industrial ecosystem, basic information on the different tabs is shown to better understand the different tabs.

Figure 5: Access to the individual industrial ecosystems

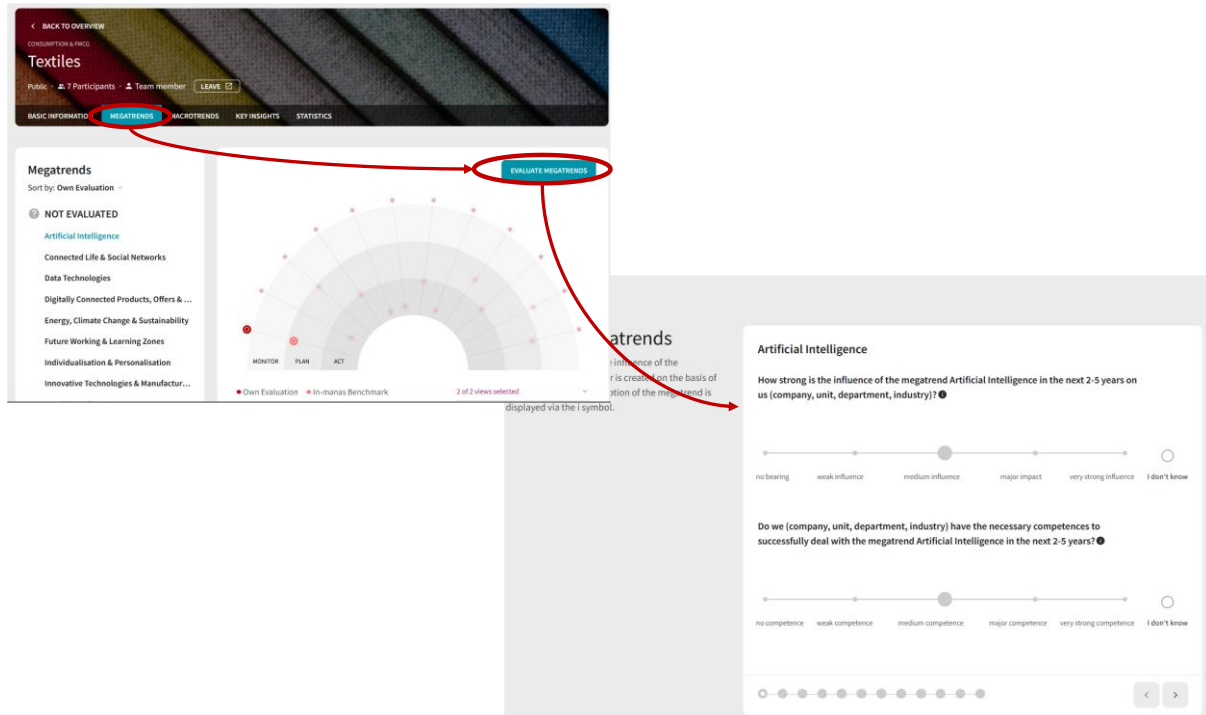


Source: ECCP (2024).

## Step 2: Evaluation of mega and macro trends

After having selected and opened the Trend Radar for one out of the 14 industrial ecosystems, you can **evaluate the respective mega and macro trends** based on your assessments. To evaluate the trends, click on mega- or macro trends and start your evaluation (see Figure 6).

Figure 6: Evaluation of mega- and macro trends



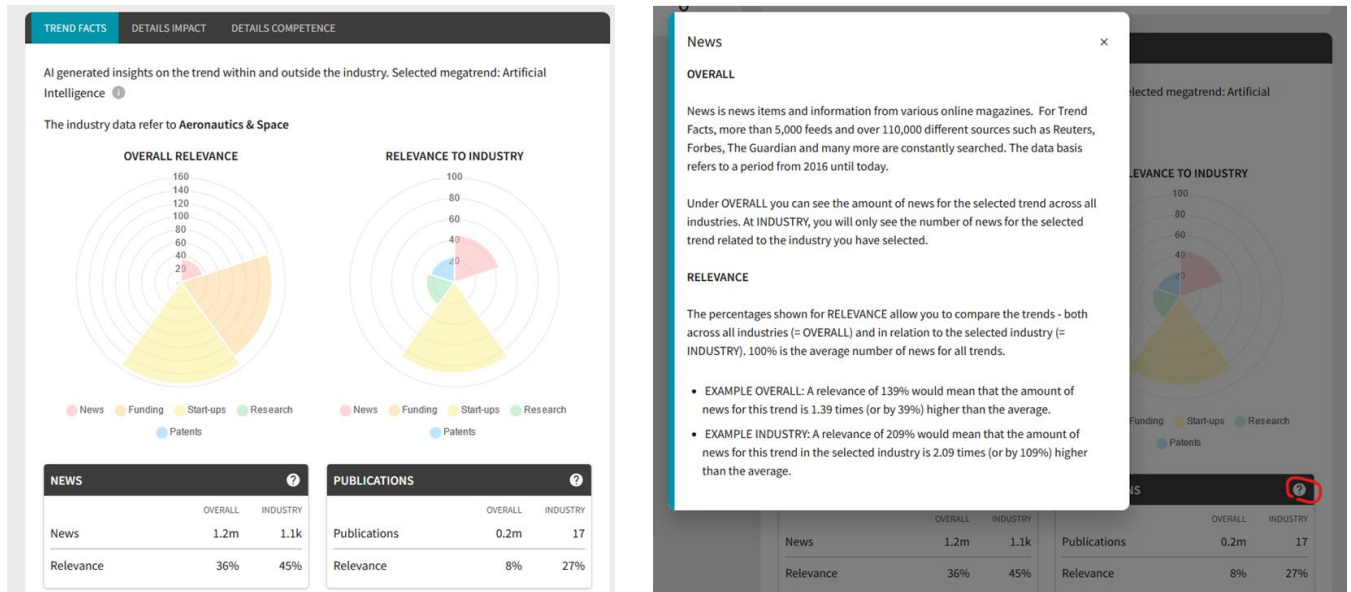
Source: ECCP (2024).

Based on your assessments, many member ratings, and specific global data, will form a well-founded picture of **action areas within which you can exploit strategic opportunities for your organisation** and wider members of the ECCP community. Based on all the information, the system automatically provides you with relevant solution approaches that you can then process further.

Each Ecosystem also includes **Trend Facts** for the Mega- and Macrotrends. These cover various indicators such as news, publications, funding and patents which allow to further quantify the respective trend. For each indicator, detailed information is provided after clicking on the “?” (see also Figure 7).



Figure 7: Trend facts and background information

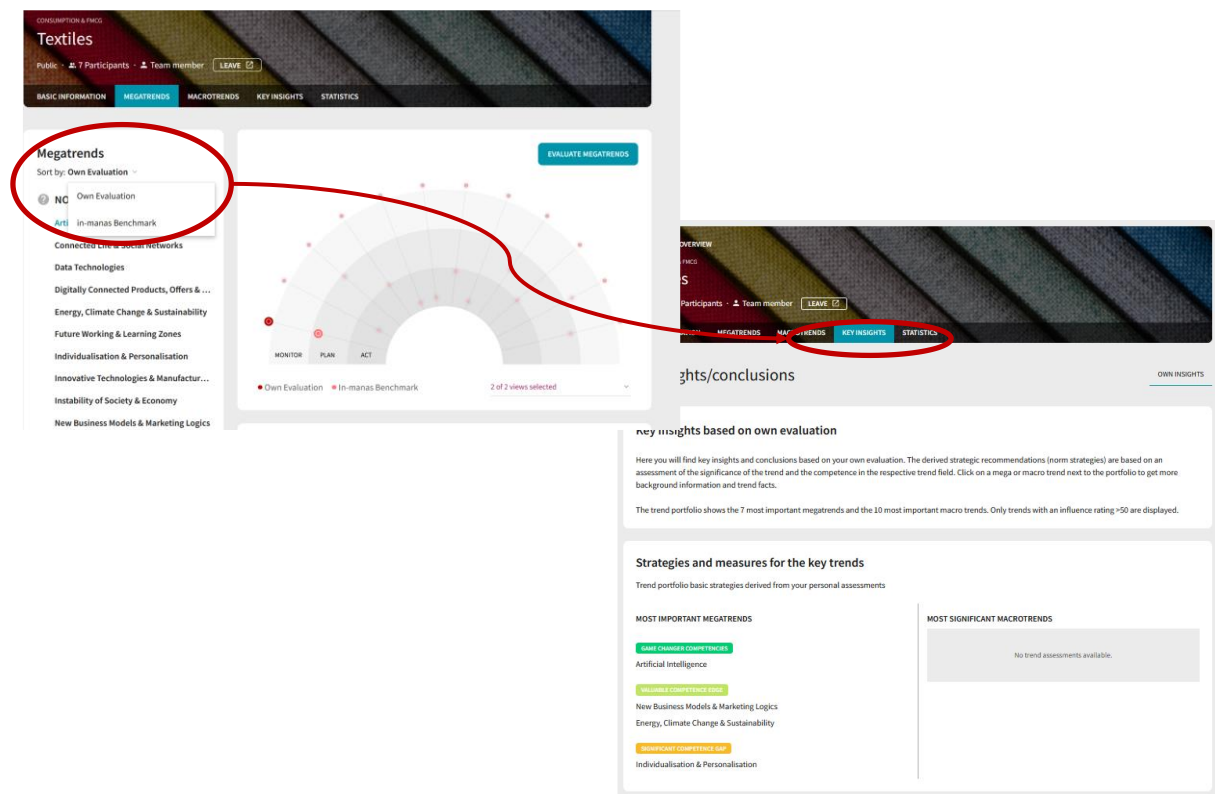


Source: ECCP (2024).

### Step 3: Sorting of evaluation results

After having evaluated the mega- or macro trends, you can **sort the results by your evaluation** and the in-manas benchmark. In addition, you can display the key insights into your evaluation when clicking on “Key Insights” (see Figure 8)

Figure 8: Sorting of trends by evaluation types and key insights

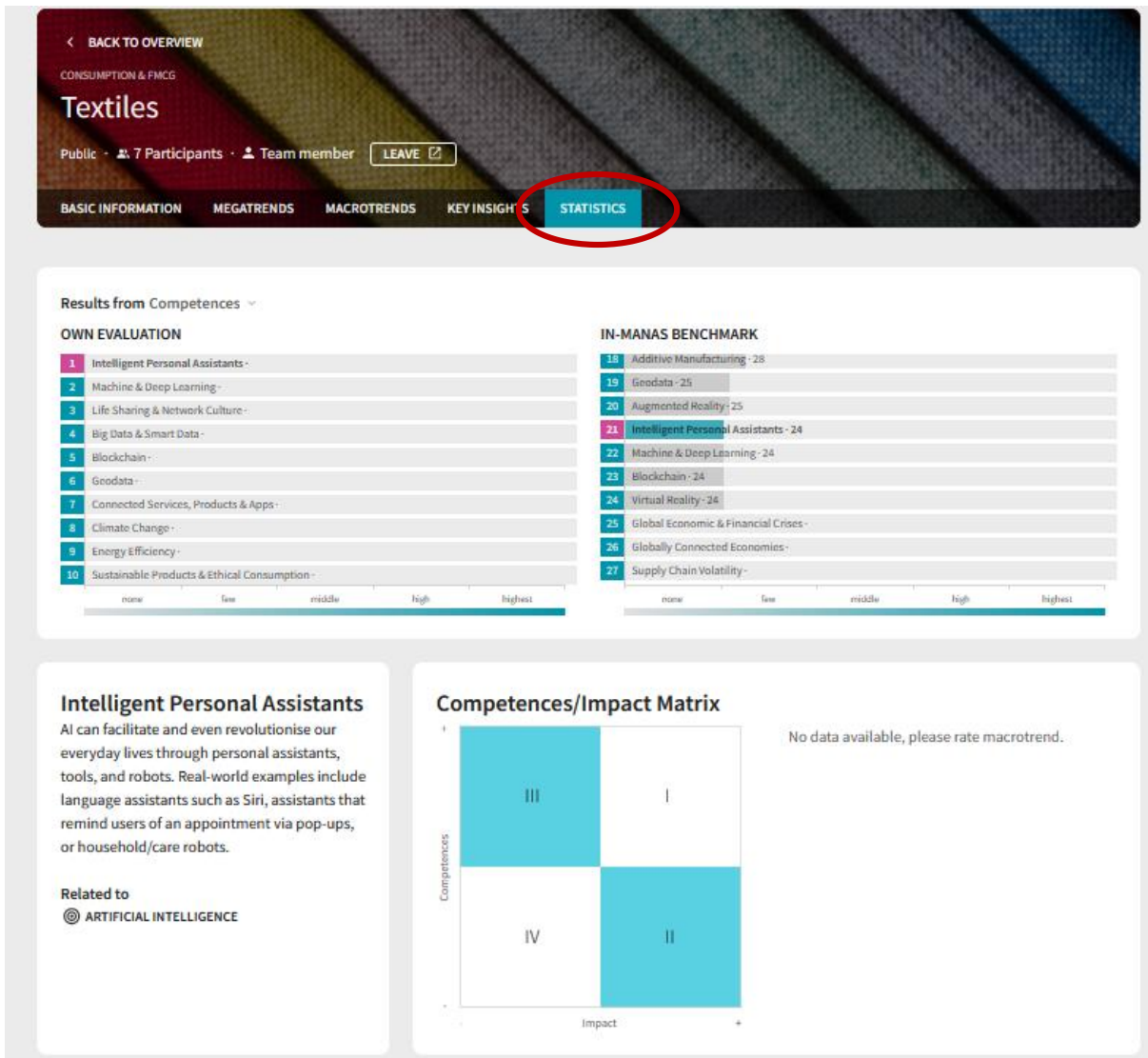


Source: ECCP (2024).

#### Step 4: Development concrete approaches for solutions

Based on your evaluations, the Trend Radar can show you **statistical overviews** (Figure 9). Based on your results, your team and/or your members can **develop concrete solutions suggested by the system**.

Figure 9: Statistics on your evaluation results

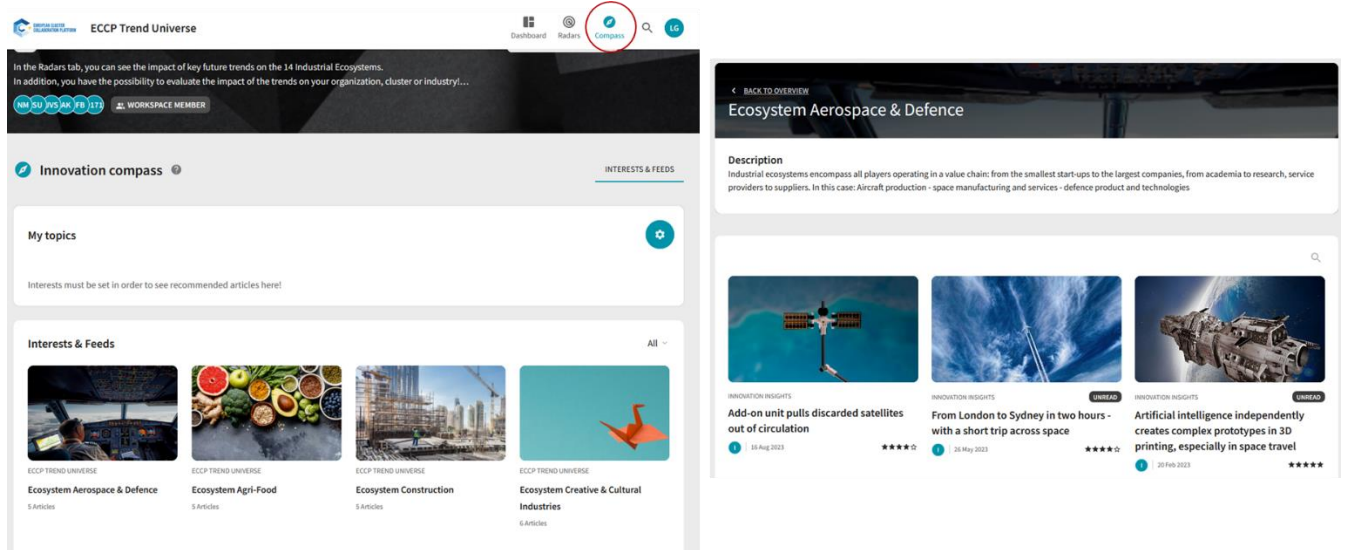


Source: ECCP (2024).

#### Step 5: Explore Innovation Trends

As a new feature, the Trend Universe also includes Innovation Trends under the tab “Compass” (see below). Here, for each Industrial Ecosystem articles on new innovation are provided. These give you access to a frequently updated database of articles detailing key developments in the innovation sphere. Each article provides detailed information as well as the source of the respective article.

Figure 10: The Innovation Trends (Compass)

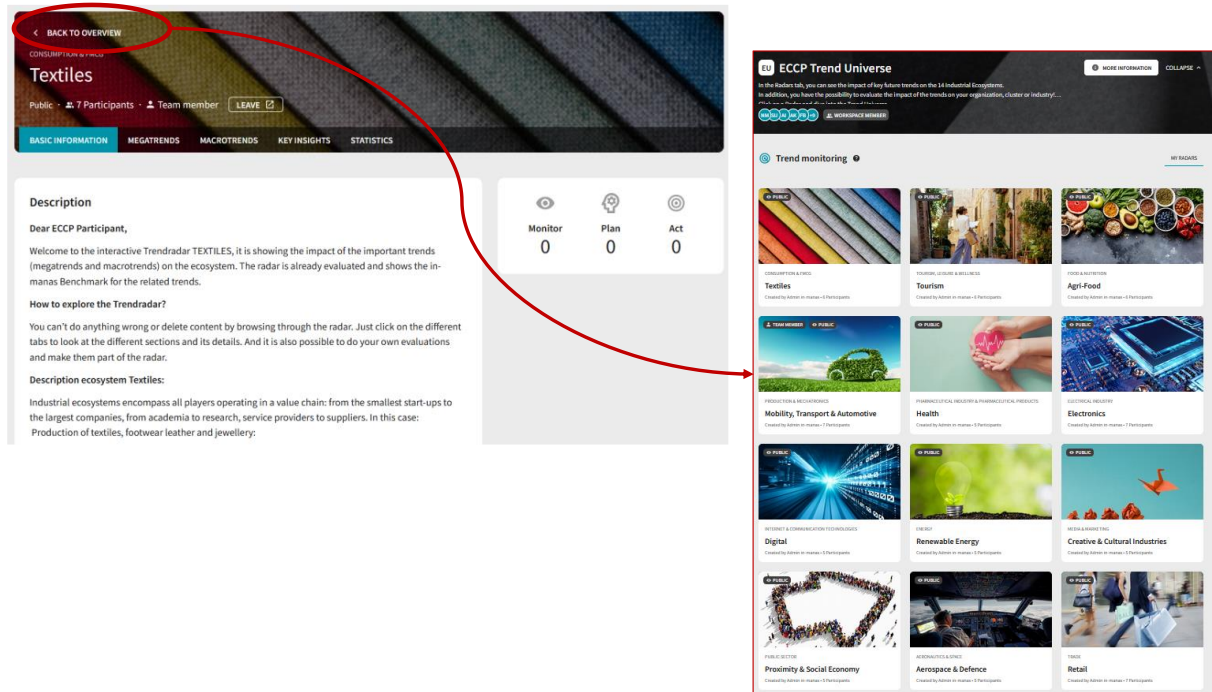


Source: ECCP (2024).

## Step 6: Return to start page and start to discover other industrial ecosystems

You can easily return to the main page by clicking on “Back to overview” (see Figure 11). Your evaluations will be saved for each industrial ecosystem.

Figure 11: Return to the main page of the ECCP Trend Universe



Source: ECCP (2024).

## Support service for user of the ECCP Trend Universe

If you have any questions about the ECCP Trend Universe, please contact us via email: [eccp-trend-universe@clustercollaboration.eu](mailto:eccp-trend-universe@clustercollaboration.eu). Please also check out the information on the [ECCP Trend Universe webpage](#).