



EUCLUSTERS  TALKS 

An initiative of the European Union



# Clusters4NEB:

New European Bauhaus and Sustainable Construction

**8 November 2023**

08:30-09:45 CET

**Online**

#SingleMarket30

# Agenda

1. News from the European Cluster Collaboration Platform  
**Nina Hoppmann**, *Team Member, European Cluster Collaboration Platform*
2. New European Bauhaus initiative  
**Vera Winthagen**, *Deputy Head of Unit, JRC, European Commission*
3. Panel debate  
**Anna Rosenqvist**, *CEO, Interior Cluster Sweden*  
**Jorge López Conde**, *Architect, Clusters4NEB*  
**Marta Krakowiak**, *Project Manager, ELCA European Lighting Cluster Alliance*  
**Pauline Bruge**, *Project Manager, CAP Construction*
4. Funding opportunities  
**Nina Hoppmann**, *Team Member, European Cluster Collaboration Platform*

# Housekeeping rules

Chris Burns, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

# NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

# Save the Date: European Cluster Conference

The next European Cluster Conference is around the corner!

When? **7-8 May 2024**

Where? **Brussels – Square**

What? **Panel discussions, parallel sessions, workshops, matchmaking, site visits, exhibition**

In November: **Submit** your topic and speaker ideas for the programme!



# Take part in the Cluster Booster Academy

The Cluster Booster Academy is an annual event designed for 35 to 50 **cluster managers**. This third iteration will maintain a hybrid format, this time spanning five days:

- **3 days of online training sessions: 23-25 January 2024.** In the mornings from 10 AM to 2 PM CET. This virtual component comprises 1 full day and 2 half days with smaller, more interactive sessions.
- **2 days of in-person training sessions: 11-12 March 2024,** hosted at the Automotive Cluster in Sofia, Bulgaria, allowing participants to personally get to know each other, strengthen networking, and enhance collaboration.

If you are a cluster manager looking to enhance your skills, [apply now](#).

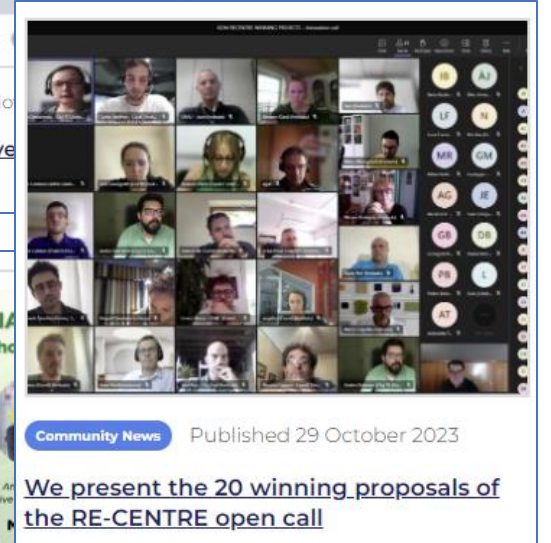
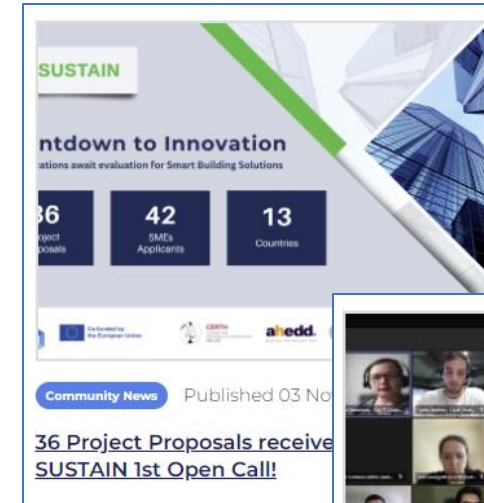


# Updates on Eurocluster activities

In the [news section](#) of the ECCP, you can read about the **call results** published by the different Euroclusters. After the first open calls, **SMEs are starting their projects** for a green, digital, and resilient Europe.

Several Eurocluster also share **webinar recordings, materials, and calls for expression of interest.**

Euroclusters are cross-sectoral, interdisciplinary and trans-European strategic initiatives of industry clusters and other economic actors such as research organisations, companies, etc. They provide financial support to SMEs for **innovation, adoption of technologies and processes, training, and internationalisation.**



# Public consultation: Reporting requirements for businesses and Member States to reduce administrative burden

The Commission is seeking feedback, ideas and input from EU businesses and Member States on which reporting requirements originating from EU legislation are considered as the most **burdensome** in terms of the **time** it takes to fulfil them, the **costs** associated with them and the overall **difficulty** in meeting the requirements.

The Commission is also looking for your **suggestions** for **rationalisation, modernisation or optimisation**.

**Contribute** to the consultation until **end of November** via the [Make a suggestion: Portal](#).

More information on the consultation process can be found here: [Have your say: Simplify!](#)



# Join Clusters meet Regions!

The objective of the [‘Clusters meet Regions’ events](#) is to facilitate the implementation of good practices where clusters play an active role in regional economies and are **drivers for economic transition**, and to create and promote **collaborations between clusters and regional stakeholders** for the industrial development of the regions.

All event will also have **matchmaking sessions!**

- **Iași, Romania – 21-23 November 2023;**  
registration open
- **Kraków, Poland – 11-12 December 2023**

The next **call** to host a ‘Cluster meet Regions’ event will be published in the coming days!



# Feedback survey for ECCP users

Please share your opinion!

We are constantly looking for ways to improve our ECCP activities to best suit the needs of our community. As such, we kindly ask for your **feedback** on some key features and its utility.

[https://ec.europa.eu/eusurvey/runner/ECCP\\_users](https://ec.europa.eu/eusurvey/runner/ECCP_users)

The European online hub for industry clusters  
Strengthening the European economy through collaboration

An initiative of the European Union

Map industrial clusters and find partners  
per country, region, sector, or industrial ecosystem  
Explore

Our services  
The services of the European Cluster Collaboration Platform to support your work

- Clusters meet Regions**  
Join clusters and policymakers in the local, regional, and national level and work on strengthening the industrial ecosystem of regions.
- EU Clusters Talks**  
Your weekly opportunity to exchange knowledge and discuss topics significant to the EU business community.
- EU Clusters Matchmaking Events**  
Team up with other cluster organisations from Europe and third countries and find new collaboration opportunities at dedicated matchmaking events.
- C2Lab**  
Interactive workshops for cluster organisations, companies, and other interested entities to meet up, establish new collaborations and develop project roadmaps.
- Cluster Booster Academy**  
Join our Cluster Booster Academy, meet other cluster managers and learn how to further develop your cluster and overcome challenges in your daily work!
- Green Transition Support**  
Connect with other businesses in the green transition, and get practical knowledge, tools and information you need for your work.
- Trend Universe**  
A strategic foresight instrument which allows you to get a deeper understanding of future trends and their impact on your cluster organisation.

# New European Bauhaus

**Vera Winthagen**

Deputy Head of Unit, Joint Research Centre, European Commission

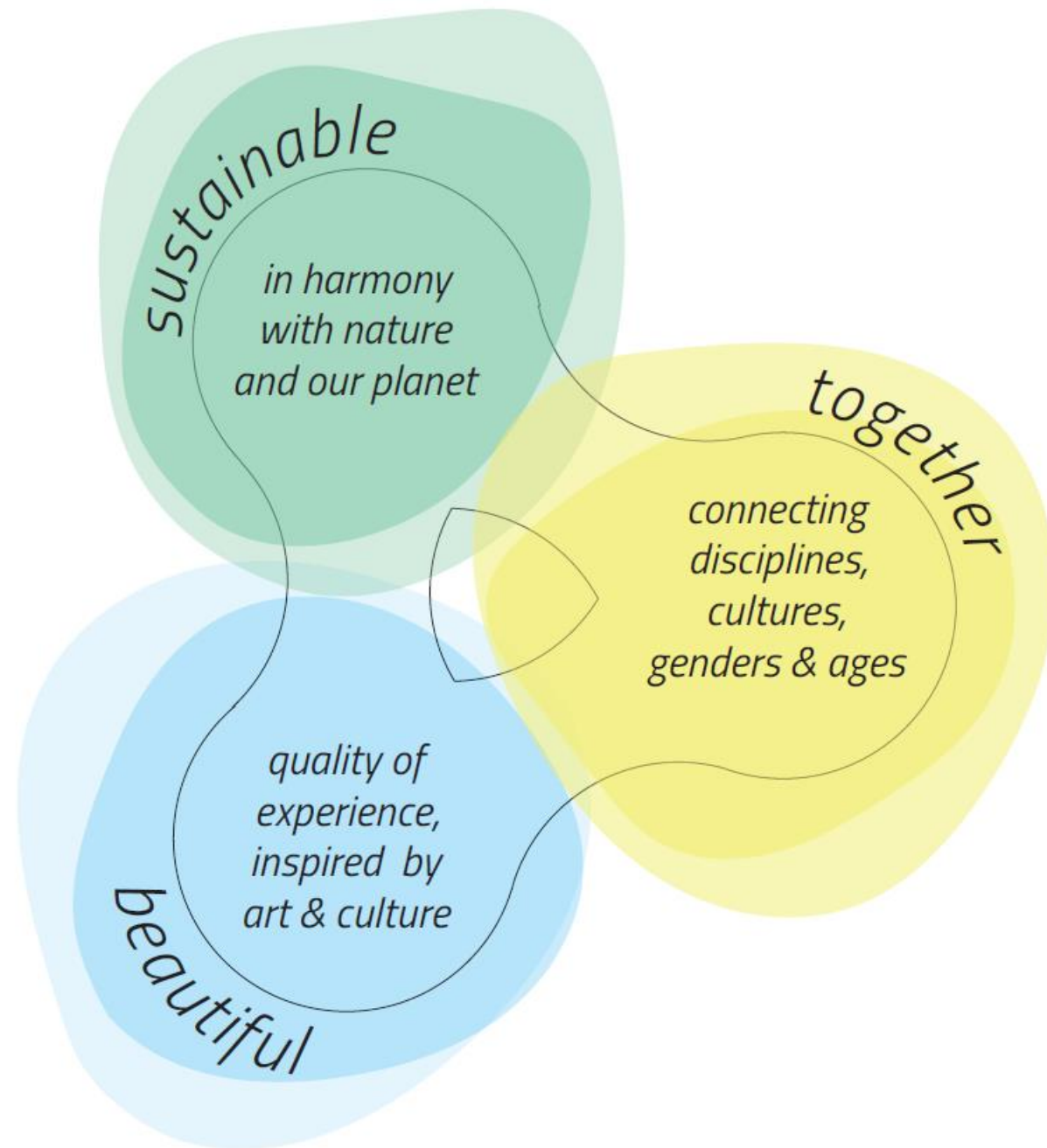
# New European Bauhaus

Vera Winthagen

JRC.B4

New European Bauhaus

Directorate-General Joint Research Centre,  
European Commission



2020

*“We will set up a new European Bauhaus – a co-creation space where architects, artists, students, engineers, designers work together”*

**President Von der Leyen**

[State of the Union Address 2020](#)



2021

*“Take the New European Bauhaus, that led to an explosion of creativity of architects, designers, engineers across our Union. Something clearly is on the move. And this is what the European Green Deal is all about.”*

**President Von der Leyen**

[State of the Union Address 2021](#)

2022

*“We need a positive vision, one that we can create with our own hands, wherever we live, whatever our profession. [...] The NEB will not just promote visions, but very tangible products.”*

**President Von der Leyen**

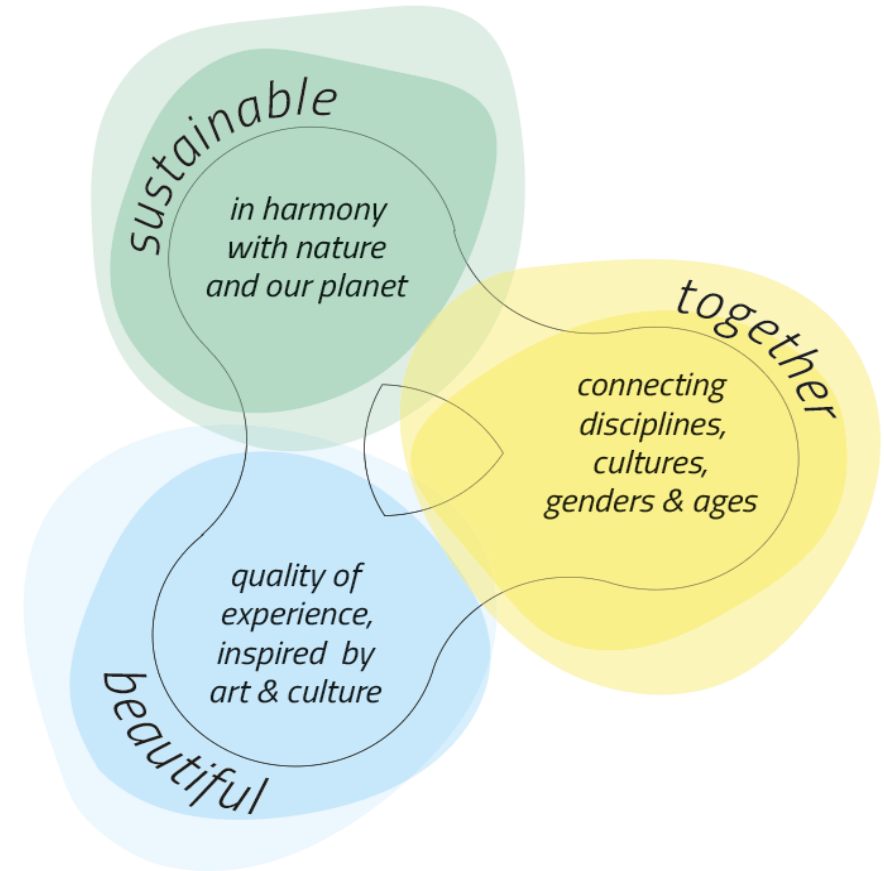
[Architectural Award Ceremony](#)

for the new JRC Building in Sevilla, 2022



# What is the New European Bauhaus?

- NEB is an *initiative* to create a design and innovation ecosystem that addresses the challenges facing our society today
- NEB is an enabler for the green transition of our societies and economy
- NEB is aiming for tangible change on the ground to improve life of citizens



# Why do we need the New European Bauhaus?

Because we need to bring the green transition closer to citizens



*Buga Pavillion,*  
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# How do we deliver NEB?

- By financing testing and demonstration, to enhance examples
- By integrating NEB objectives in EU programmes (see structural funds)
- By recognising bottom up initiatives by offering prizes
- By communicating extensively, including through events to increase awareness and mobilisation



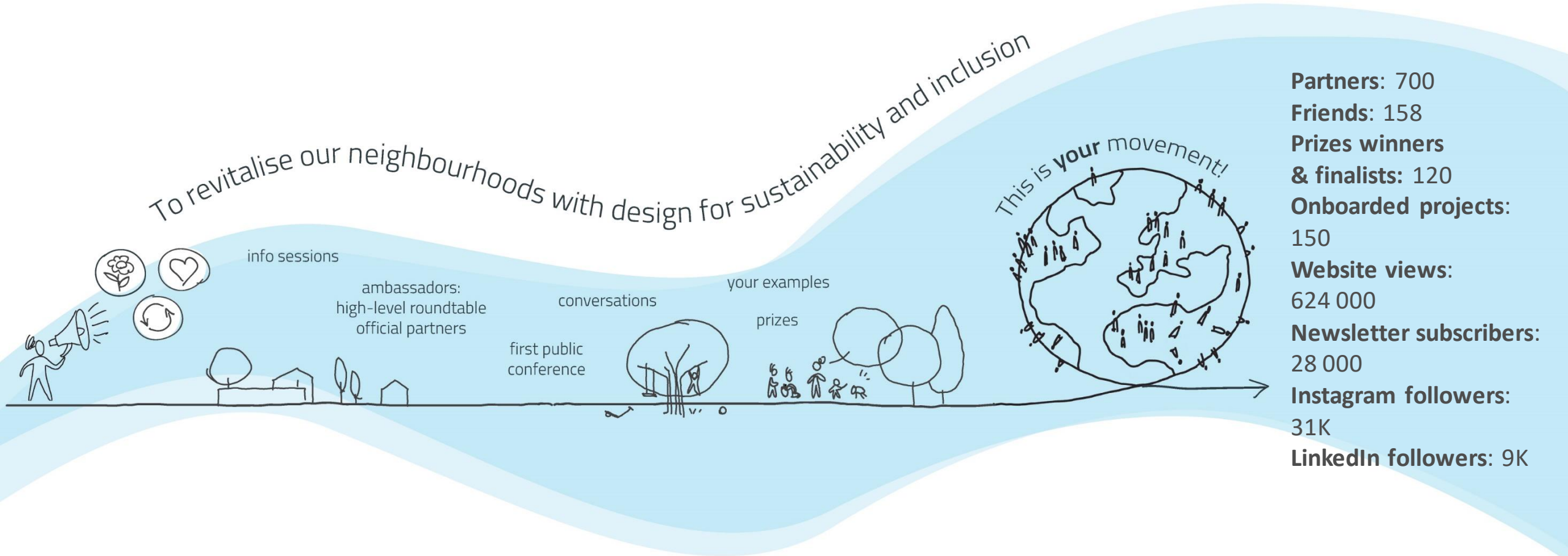
*RUrban-Bagneux  
Prizes 2022 ceremony  
A school for each and everyone  
LETS PROTECT THE SCHOOLS  
New European Bauhaus Festival 2022  
River Sofia1*

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# What do we build on? USP of NEB

To revitalise our neighbourhoods with design for sustainability and inclusion



**Partners:** 700  
**Friends:** 158  
**Prizes winners & finalists:** 120  
**Onboarded projects:** 150  
**Website views:** 624 000  
**Newsletter subscribers:** 28 000  
**Instagram followers:** 31K  
**LinkedIn followers:** 9K



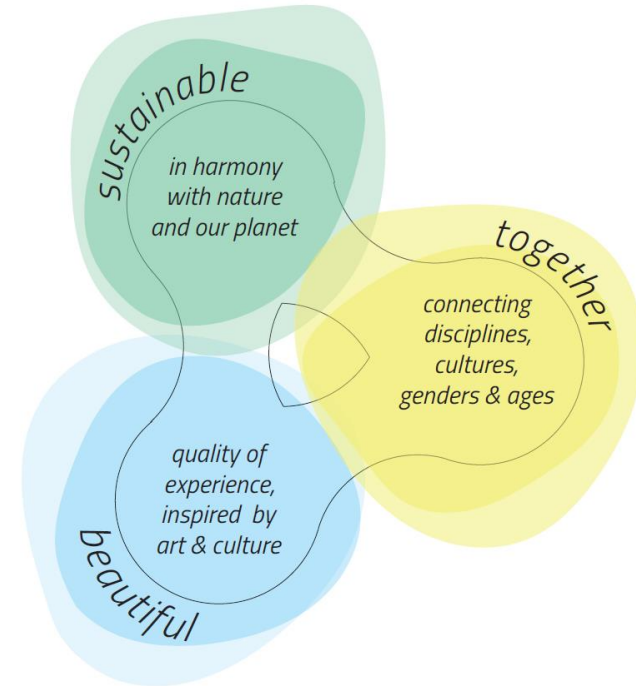
# Focus areas

## Principles:

Global/local, participatory and transdisciplinary approach

## Thematic axes of the transformation path:

- Reconnecting to nature
- Regaining a sense of belonging
- Prioritising the places and people that need it the most
- The need for long term, life cycle thinking in the industrial ecosystem



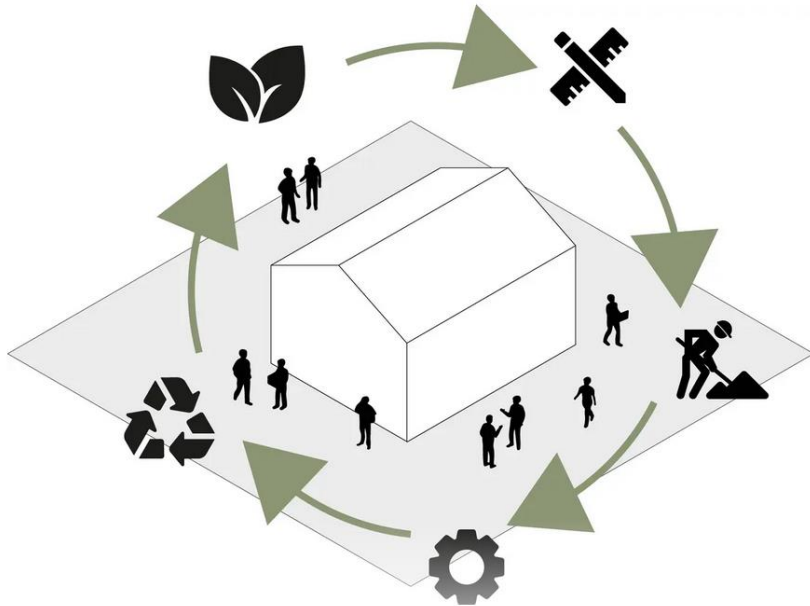
# A growing NEB Community



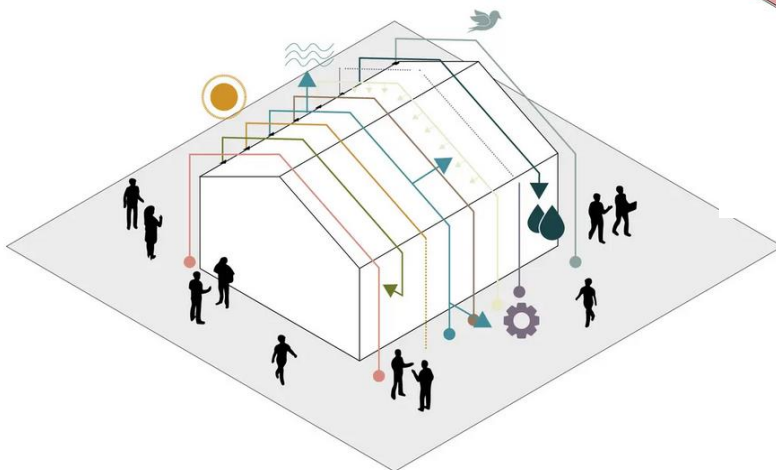
- 667 Official Partners**  
*non political and non-for profit organisations (100+ from arts, culture, crafts & heritage)*
- 19 Members of the High-Level Round Table**  
*practitioners in different fields relevant to NEB*
- 99 NEB Prize winners & finalists**  
*promoters of inspiring projects illustrating the NEB triangle of values*
- 27 National Contact Points**  
*public authorities coordinating national efforts to implement the initiative*
- 144 Friends**  
*companies and public authorities (cities, regions, villages)*
  - > **NEB calls' beneficiaries**
  - > **NEB Team & other relevant EC colleagues**

# Creating NEBourhoods Together (Munich/DE)

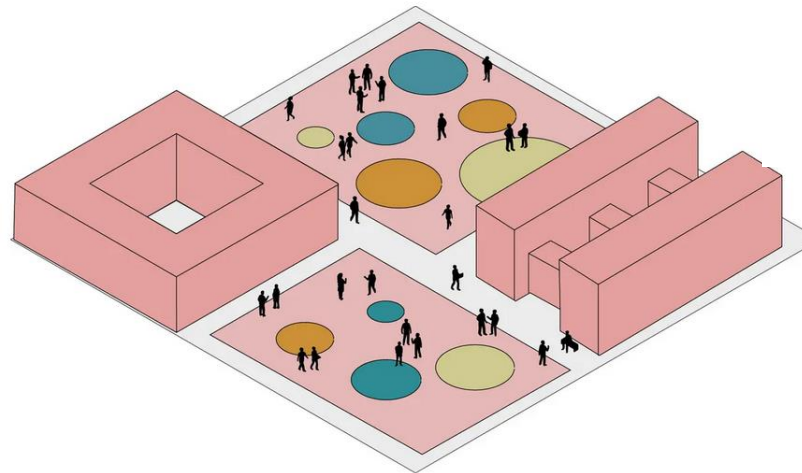
Circular Neuperlach



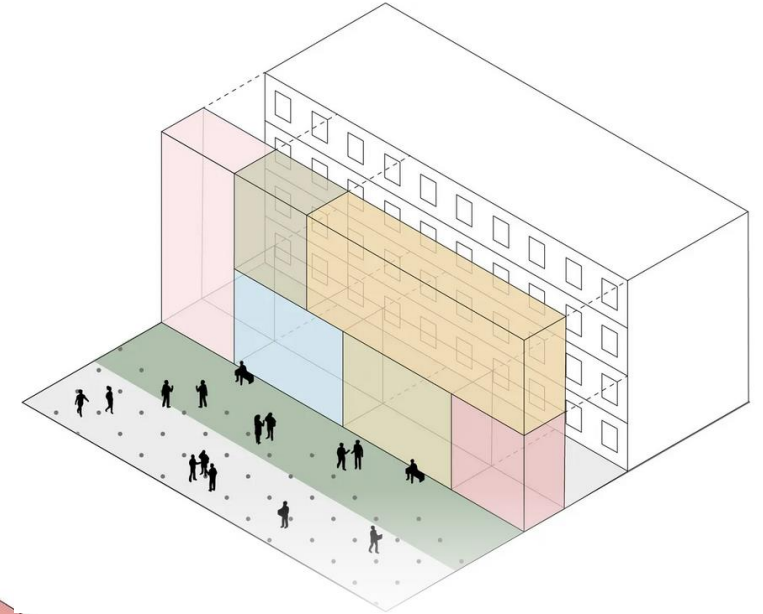
ECOLOPES



Rethinking the Urban Office Complex



Redesigning Housing Structures



# desire (DK, NL, SI, IT, LV)

**desire** an irresistible circular society



## Circularity

We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to know more about this person. Their story is like a long road running through the landscape making turns and loops, and your road was just lucky enough to cross and merge with theirs. Imagine a longing for knowing their past, everything that has been, and the urge to become a part of what is to come. Now that your roads have crossed, you are already written into their story. Even if it is just for a little while, why not leave a positive impact? Who knows, maybe you will meet again. Imagine that this is what a circular mindset feels like. It is not only knowing the story of your surroundings. It is knowing that you are part of the story and wanting to contribute to a positive change.

### This is how we work with circularity

- We work to make circular processes visible and accessible for all local actors
- We work to create a collective narrative about circularity and not just profit as a fundamental value
- We design to encourage circularity in everyday life and commit to challenge and break down our own biases in order to be humble to our surroundings



### Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to circularity?
- How might we connect technologies to nature in ways that inspire circular solutions?
- How might we create bottom-up agency in circular transitions?

desire  
an irresistible circular society



## Biodiversity

We embrace a planetary perspective

Imagine, sitting in a courtroom, defending a tree in a rainforest about to be headed and thereby potentially disturbing a delicate balance that has been developed throughout the last 3.8 billion years. How would you defend the ruling? Imagine if we knew nature rights as we know human rights. Today, there are only human rights. What if we extended principles of justice, participation, involvement and inclusion so vital to our human race to all other species that work to keep us all in balance on a thriving planet? That is what embracing a planetary perspective entails.

### This is how we work with biodiversity

- We represent all human and non-human species when we make decisions that concern the place we live in
- We use the means of art, architecture and design to ensure that spaces have an aesthetic quality that enables all species present to live and flourish
- We ensure a holistic perspective, where the individual well-being can only be measured in relation to the collective well-being



### Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to biodiversity?
- How might we inspire awareness of interconnectedness to other beings?
- How might we integrate the perspectives of non-human species in our activities, decisions etc.?

desire  
an irresistible circular society



## Movement

We give agency to all actors

Imagine standing in a big choir listening to all the voices together, leaning into the collective movement of the group and then raising your own voice. When all the voices come together you feel uplifted, like the voices are carrying you off the ground and giving you the courage to sing louder and more confidently. Imagine the feeling of a collective voice surrounding you, making you feel that you are not alone. Imagine that this is the feeling of acting towards an irresistible circular society. You have a voice, but you are not alone, you are part of a movement.

### This is how we work with movement

- We empower everyone to feel that they can join the DESIRE movement by creating democratic access to the means and outcomes of our activities
- We work with transparency and make visible all of the visible actors, factors and structures that affect and bring about urban development
- We work for a sense of collective responsibility by exploring collaborative forms of governance that can support collective management of shared urban assets



### Examination questions

In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach to create and empower agency?
- How might we experiment with processes that allow democratic access to spaces?
- How might we embrace the diversity that comes with collective responsibility?

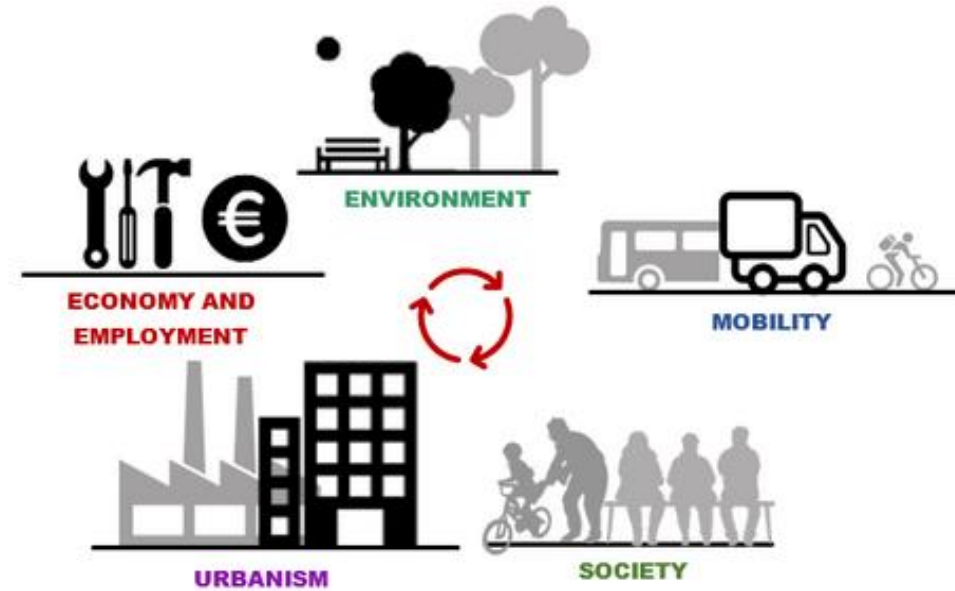
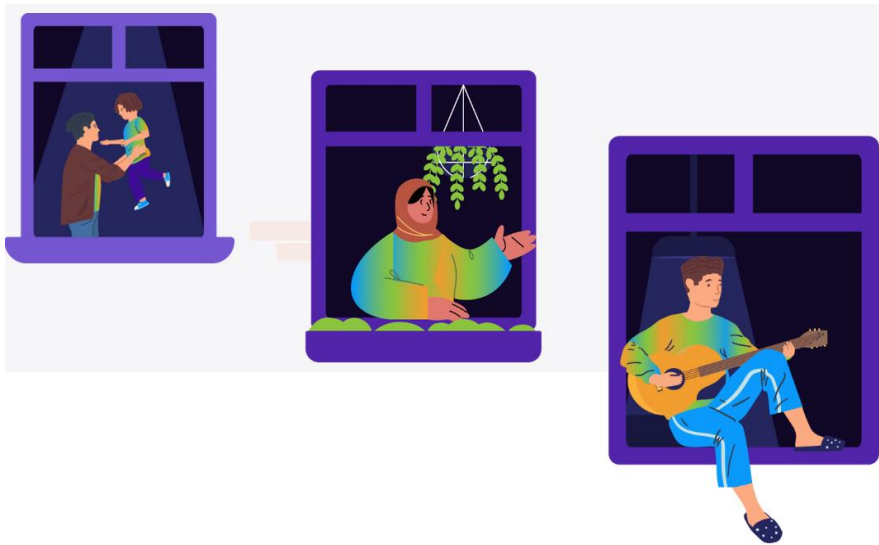
desire  
an irresistible circular society



# Digitally enabled social district renovation (ES, IT, EE)



- age-friendly environments driving social innovation and local economic development
- transforming social housing districts into inclusive smart neighbourhoods
- Integrated approach



# The NEB Prizes



**1** WINNER

**REPLAY**

REPLAY - RETHINKING AND RECYCLING TOYS  
LISBOA, PORTUGAL

In Portugal, over 30 million toys end in landfills or incinerators every year. Led by Zero Waste Lab and Precious Plastic Portugal, REPLAY aims to reduce this waste, by promoting municipal community-driven circular networks, to collect and either repair and donate toys or recycle their materials. To complete the loop, an eco-design competition invited University students to develop a toy made from recycled plastic thus demonstrating how a toy can be sustainably engaging through its lifecycle.

[View the full application](#)



# Future Joint Research Centre in Seville

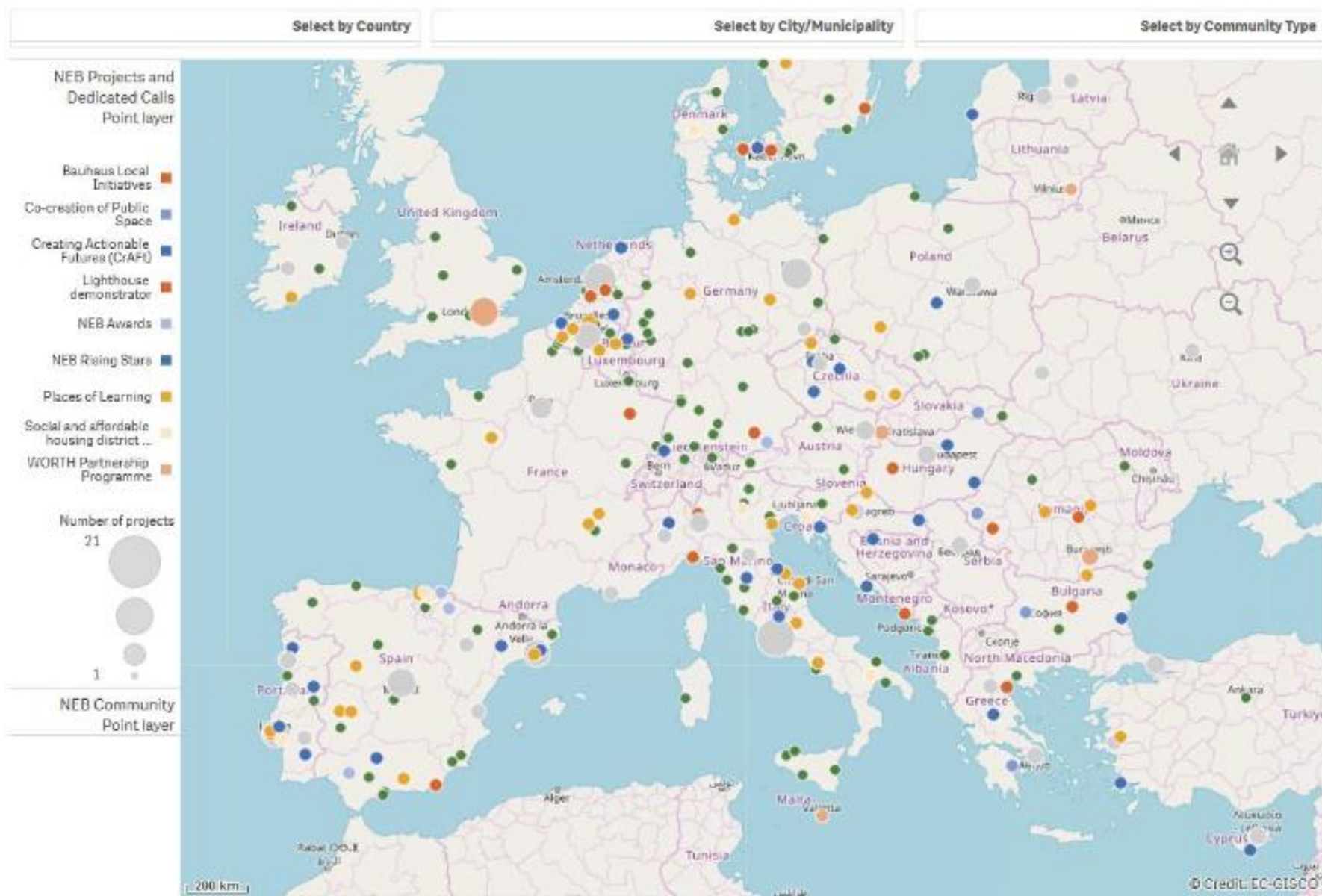
## Inspired by the New European Bauhaus

@BIG





# The NEB Dashboard



# An actual lab?



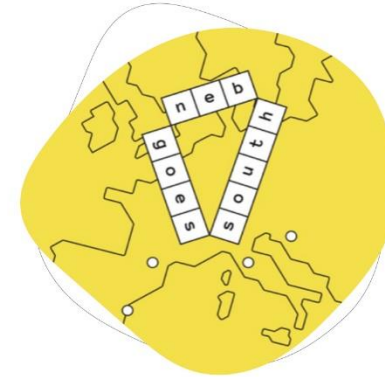
**INNOVATIVE FUNDING**



**TRANSFORMATION  
OF PLACES OF LEARNING**



**REGULATORY ANALYSIS  
AND EXPERIMENTATION**



**NEB GOES SOUTH**



**NEW EUROPEAN BAUHAUS  
OF THE MOUNTAINS**

# NEB Lab



**LABELLING STRATEGY**



**ACTIONS FOR UKRAINE**



**NEB STEWARDSHIP LAB**



**NORDIC CARBON NEUTRAL BAUHAUS**

The logo for the New European Bauhaus Compass features a series of overlapping circles in shades of green, yellow, and blue, arranged in a diagonal line from the top-left to the bottom-right. The text "New European Bauhaus Compass" is positioned above the circles, with "New European Bauhaus" on the top line and "Compass" on the line below it.

## New European Bauhaus Compass

# New European Bauhaus Compass

**The New European Bauhaus Compass is a guiding framework for decision and project makers wishing to apply the NEB principles and criteria to their activities. It will be tested through interactions with the NEB Community.**

- The Compass proposes directions for the development of projects to become truly “NEB”
- It inspires and guides the design of a project from its first stages
- It can be used to test the NEB ambitions with the examples, projects and guiding questions as a reference material.

# Standing with Ukraine

Short-term: mobilisation of support for refugees

Long-term: reflection about post-war reconstruction



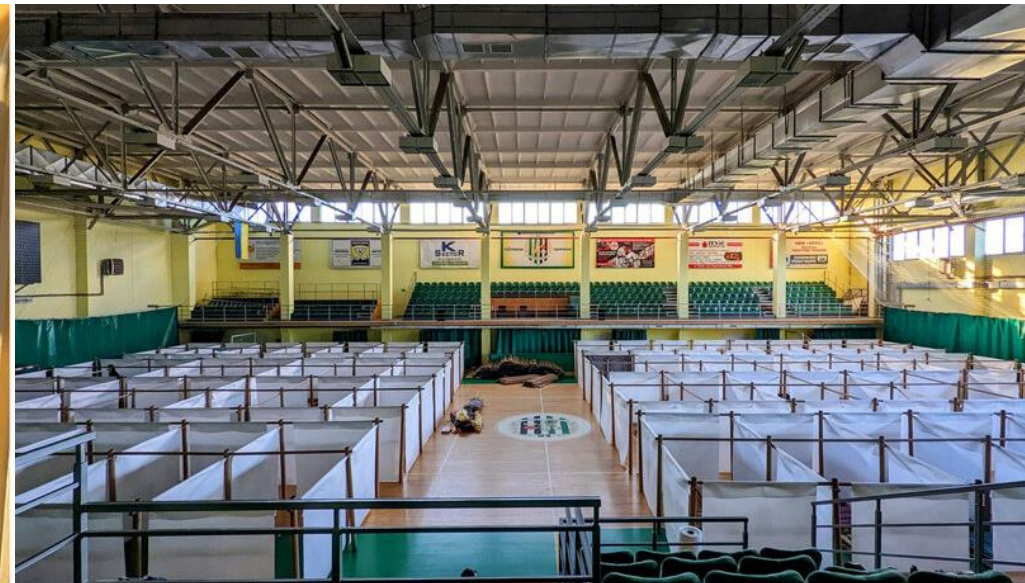
PPS units at a former supermarket in chelm  
image by voluntary architects' network (VAN)



shigeru ban with the team in chelm  
image by voluntary architects' network (VAN)



wroclaw railway station  
images by maciej bujko



PPS at the university of veterinary medicine in ukraine, image by voluntary architects' network (VAN)





***"We will reconstruct Ukraine. It is not only in our interest, but it is our moral duty. When we do it, let's do it in the right way. Let's do it in the spirit of the New European Bauhaus."***

**Ursula Von der Leyen,**  
President of the European Commission



# NEB Academy

As one flagship initiative of the European Year of Skills, the European Commission will launch a **New European Bauhaus Academy** to promote **skills for the development** and **use of biobased materials** as well as **circularity** in the construction sector.

- Training modules for bio-based materials, nature-based solutions, and circularity.
- Targeted to the different construction professionals
- Online platform
- Integrating existing material, including from Member States
- Available in all EU languages
- Easy search
- Support on-site trainings
- Communicate, scale up
- Large-scale deployment



A step further: proposed NEB Mission

An aerial photograph of a rural village. A winding river flows through the center of the scene, surrounded by lush green fields and dense trees. The village consists of numerous small, simple houses with dark roofs, clustered together. A road runs parallel to the river on the right side. The overall atmosphere is peaceful and scenic, with warm lighting suggesting late afternoon or early morning.

To revitalise European neighbourhoods  
with design for sustainability and inclusion

# What challenges do we address?

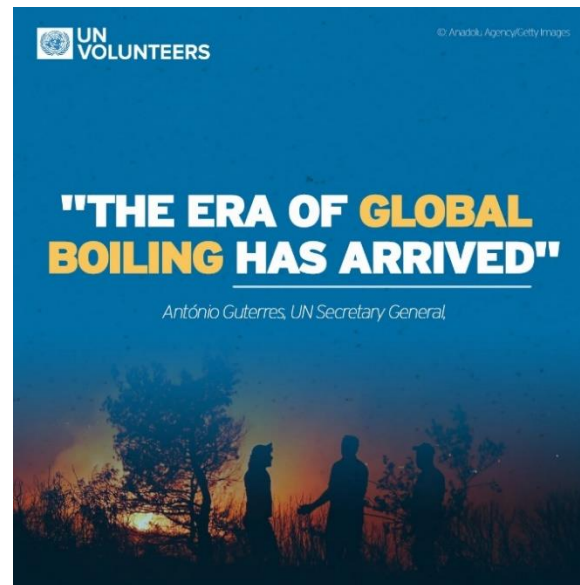
**Challenge 1:** Europe has set a major ambition to be a world leader in green transformation, but can the industry follow?

China on course to hit wind and solar power target five years ahead of time

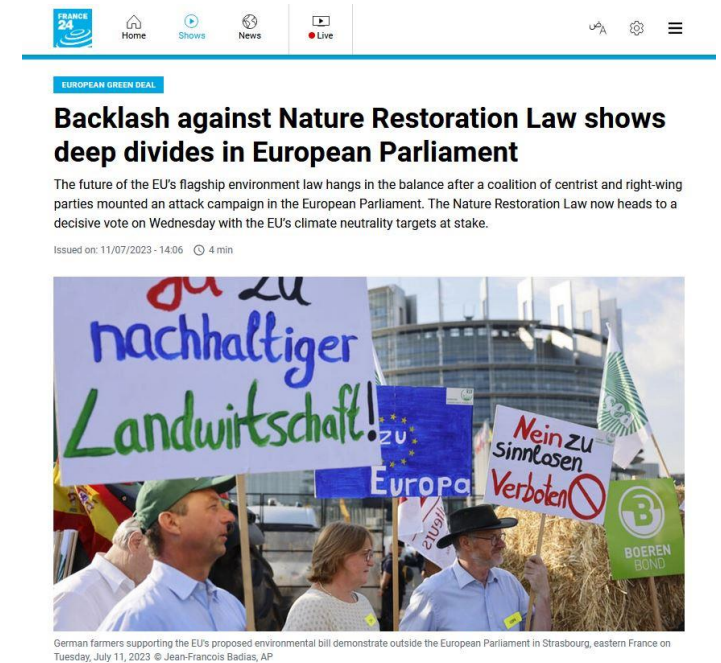
Beijing bolstering position as global renewables leader with solar capacity more than rest of world combined



**Challenge 2:** climate change is accelerating, and the pace of transformation remains too slow.



**Challenge 3:** As climate change deepens existing social and territorial inequalities, it also risks eroding trust in democratic institutions.





# From carbon neutrality to regeneration



Circular & regenerative processes for the construction ecosystem

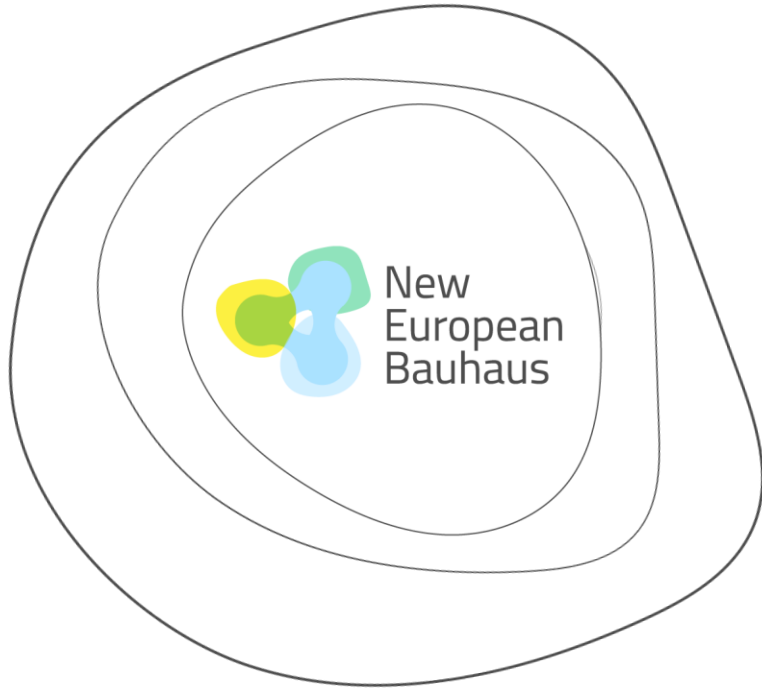


Green transformation and local democracy



New funding and business models for circularity in the built environment





- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>
- **Newsletter:** [https://europa.eu/new-european-bauhaus/stay-touch/e-zine\\_en](https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en)





Thank you!

# slido



**Join at [slido.com](https://slido.com)  
#NEB**

ⓘ Start presenting to display the joining instructions on this slide.

slido



**How much is eco-design important in your cluster?**

ⓘ Start presenting to display the poll results on this slide.

slido



**How much does or could the New European Bauhaus Initiative support what your cluster does?**

ⓘ Start presenting to display the poll results on this slide.

slido



**Why can the NEB initiative support your work?**

ⓘ Start presenting to display the poll results on this slide.

# Panel debate

**Anna Rosenqvist**, CEO, Interior Cluster Sweden

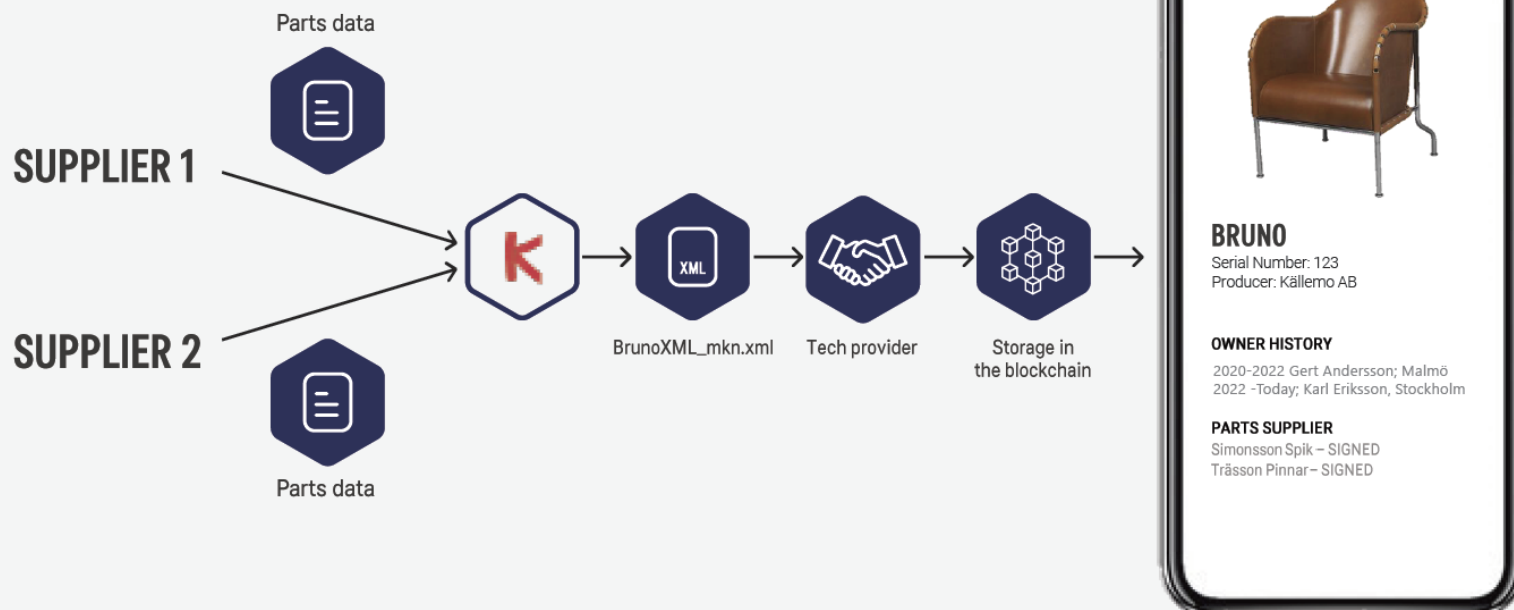
**Jorge López Conde**, architect, Clusters4NEB

**Marta Krakowiak**, Project Manager, ELCA European Lighting Cluster Alliance

**Pauline Bruge**, Project Manager, CAP Construction



# ILLUSTRATION



Examples Digital Passports:



# FUNDING OPPORTUNITIES

# New European Bauhaus – Innovative solutions for greener and fairer ways of life through arts and culture, architecture and design for all

- Projects should contribute to all of the following expected outcomes:
  - **Innovative solutions, validated in pilot trials**, demonstrating how strategic investments in the spirit of the New European Bauhaus initiative in cultural heritage (which may include cultural landscapes) and the CCIs can be successfully realized.
  - Increase the **understanding and visibility** of the role that cultural-led innovation integrating the New European Bauhaus approach can play.
  - Wider involvement and **social inclusion** of citizens in the preservation and enhancement of cultural heritage through engagement with local ecosystems.
- Deadline: 7 February 2024
- HORIZON-IA HORIZON Innovation Actions  
Topic ID: HORIZON-CL2-2024-HERITAGE-01-01
- Published on [Funding & Tenders Portal](#)

# Proximity and social economy industrial ecosystem: boosting the digital transition of social economy enterprises and SMEs

- The call for proposal targets the following outcomes, among others:
  - Increased amount of **digitally skilled workforce** in the SMEs in the social economy.
  - Increased know-how on how digitalisation can support **organisational efficiency** and professionalisation.
  - Improved **knowledge and capacity** when it comes to digitisation within “enabling organisations” supporting SMEs in the social economy.
  - Increased **use of new technologies** and digital tools in social economy SMEs as well as overall increased digital maturity of social economy organisations.
- The goals of the action should be achieved via mapping, training, coaching, capacity building, peer learning, awareness raising events and other activities in line with the primary objectives of the call.
- Deadline: 21 November 2023
- Single Market Programme (SMP); SMP-GFS SMP Grants for Financial Support  
Topic ID: SMP-COSME-2023-SEED-01
- Published on [Funding & Tenders Portal](#)

# Interreg Danube Region Programme: Second Call for Proposals

- Opportunities to engage in transnational cooperation projects aimed at fostering regional development by addressing shared regional challenges
- The projects must focus on one of the following programme specific objectives (SO)
  - SO2.2: Promoting **climate change adaptation** capacities in the Danube Region and disaster management on transnational level in relation to environmental risks, taking into account ecosystem-based approaches
  - SO2.3: Sustainable, integrated, transnational **water and sediment management** in the Danube River Basin ensuring good quality and quantity of waters and sediment balance
  - SO2.4: Protecting and preserving the **biodiversity** in ecological corridors and eco-regions of transnational relevance in the Danube Region
  - SO3.1: Accessible, inclusive and effective **labour markets**
  - SO3.2: Accessible and inclusive quality services in **education, training and lifelong learning**
  - SO3.3: Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion and social innovation
  - SO4.2: Increased institutional capacities for **territorial and macro-regional governance**
- Deadline: 29 March 2024
- Published on <https://www.interreg-danube.eu/dtp-archive/about-dtp/new-funding-2021-2027/how-to-apply/second-call>

# Opportunities for SMEs: Calls from Euroclusters

- AIBC: Open Call for **digitalisation services and product development** targeted at European SMEs from the **manufacturing, mobility, logistics and energy sectors**, working on the AI & BC technologies and/or interested in adopting AI & BC solutions; deadline 16 January 2024
- B-Resilient: Acceleration lump sums targets **food processing and producing** SMEs intending to optimise their use of biomass via digital and sustainable tool solutions; deadline 1 February 2024
- CirclnWater: Knowledge lump sum is willing to boost SMEs' development or growth by facilitating **access to external training or consultancy services**; meant for an individual SME that is offering **water-smart solutions**, especially for the agrifood & energy-intensive industries; deadline 2 October 2024
- DESIRE: Innovation and internationalisation of **e-Health solutions**; deadline 13 November 2023
- E-Boost: Five calls to identify product innovations to reduce dependency on critical inputs and technologies in the E- BOOST value chains, to introduce new-to-firm products or services, and to engage actors from regions with different levels of economic development; targets are SMEs from the **mobility** ecosystem
- ELBE: Financial support for **training** on “Sustainability & Digitalization”, “Sustainable Business, with focus on general ESG issues, UN Sustainability goals and a materiality analysis”, “Factlines Platform for ESG reporting”; deadline 31 December 2023
- EPICENTRE: Support via mentoring, coaching and training for SMEs from **Digital and Fintech to Health and Agri-food** sectors; deadline 5 December 2023.
- EuroBoostEX: Grant for **textile** SMEs to innovate through technologies and **adapt business processes** to enable the green and digital transition; deadline 8 November 2023

# Opportunities for SMEs: Calls from Euroclusters

- FRIENDCCI: Call for **providers** offering solutions in **digitalisation, greening, and internationalisation** to collaborate with **Creative and Cultural** SMEs for the realization of funded projects; deadline 1 August 2025
- GEMSTONE: Financial support for **training** related to **Green Manufacturing**; deadline 31 December 2024
- INGENIOUS: **Internationalisation** grant for SMEs operating in **energy-intensive industries** to develop activities related to Africa, Asia, North America and Latin America; deadline 30 September 2024
- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025
- METASTARS: Call for **innovation services** for green technology development, digitalisation, upskilling and reskilling, internationalisation, and information security systems for SMEs from the **aeronautics, space, defence and ICT sectors**; deadline 31 December 2023
- RESIST: 2<sup>nd</sup> **Innovation** Open Call for improved technologies and processes in production in the **Automotive – Mobility – Transport** ecosystem; deadline 12 December 2024
- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024
- RESIST: **Coaching and mentoring** for assessment and feasibility services; deadline 1 November 2024
- **All calls here:** <https://clustercollaboration.eu/open-calls>

# Come to our C2Lab!

SMEs, clusters, research organisations, social and public entities are invited to join **an interactive workshop** to meet, network, exchange ideas, and initiative new project proposals. Guided by experts on project creation and management, you have the possibility to forge **new alliances and project consortia** for the topic of your interest. You can either join with a concrete project idea or offer your skills and knowledge in new areas.

**14-15 November 2023:  
Vilnius, Lithuania**





# Register for the next Talks

**15 November**

Sustainable food systems: Cluster approaches in the bio-based economy

**22 November**

Generative AI: Potential and challenges for business application

**29 November**

Green Transition Support: Energy and resource efficiency in EU businesses

**6 December**

STEP: Strategic Technologies for Europe Platform

**13 December**

ECCP Activities: Wrap-Up and Outlook

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THANK YOU

