



EUROPEAN CLUSTER  
COLLABORATION PLATFORM

# Clusters as Enablers of Ecosystems – Ways to Engage Stakeholders Effectively

Capacity-building webinar on 19 May 2021

## Agenda

An initiative of the European Union



## Agenda

Timing	Agenda points
10:15-10:30	Dial in of participants
10:30-10:40	<p><b>Welcome to the webinar</b></p> <p>Welcome by the moderator <a href="#">Andreas Pauer</a> (ECCP)</p> <p>Introduction by <a href="#">Marek Przeor</a> (Cluster Team Leader - Cluster Policy Unit D2 - Industrial forum, alliances, clusters - DG GROW, European Commission)</p>
10:40-11:05	<p><b>Engaging cluster stakeholders in times of Covid-19</b></p> <p>Presentation by <a href="#">Dr. Astrid Hintze</a> (Co-Learning Space for Hamburg's clusters)</p> <p>Q&amp;A with participants</p>
11:05-11:30	<p><b>Mobilising stakeholders for smart specialisation of agrifood</b></p> <p>Presentation by <a href="#">Gus Verhaeghe</a> (Flanders Food cluster)</p> <p>Q&amp;A with participants</p>
11:30-11:40	Break
11:40-12:05	<p><b>Engaging stakeholders in innovation ecosystems</b></p> <p>Presentation by <a href="#">Stephane Berghmans</a> (European University Association)</p> <p>Q&amp;A with participants</p>
12:05-12:25	<p><b>Panel discussion</b></p> <p>Moderated Q&amp;A with the speakers</p>
12:25 -12:30	<p><b>Conclusion and end of webinar</b></p> <p>Concluding remarks by moderator <a href="#">Andreas Pauer</a> (ECCP)</p> <p>Satisfaction survey</p>

The objective of this capacity-building webinar is to support cluster managers in their approach to stakeholder management. The webinar will explain to cluster managers why it is important to reflect on their role as enablers in the ecosystem, and how this can be done.

The speakers featured in this webinar will provide a mix of insights into the different tools and methods for engaging stakeholders to enhance the activities of a cluster. In addition, case studies will provide further practical insights from peers.

At the end of the webinar, participants will have:

- gained an understanding of the importance of clusters organisation as the enablers of ecosystems;
- learned about how to develop and redesign relations with core stakeholders;
- discovered the skills needed and tools available to rethink their role in their ecosystem;
- discussed common challenges with managing stakeholders in their ecosystem;
- been inspired by success stories from peers across Europe.

Register [here](#) before 18 May 16:00h CEST.

## Speakers



**Dr. Astrid Hintze** has worked on the development and management of regional clusters from a practical and theoretical perspective since 2006. She recently conducted a trend study on regional clusters in times of Covid-19 from a cluster management perspective. She studied Economics at the University of Rostock and the Free University of Berlin. She was a management consultant at Kienbaum Management Consultants before founding her own consultancy for SMEs in Berlin (2004-2008). At the Hamburg Ministry of Economics and Labour Affairs she managed the ProInno Europe project CLUNET and the strategy for the successful participation of the aviation cluster in the BMBF's Leading-Edge Cluster Competition. Dr Hintze was significantly involved in the development of Hamburg's cluster policy. She was Head of strategy development of InnovationsAllianz Hamburg (2009-2010) and head of the Department for Innovation and Technology Funding (2010-2011). In 2011, she switched to research on regional clusters at Helmut Schmidt University/University of the Federal Armed Forces. Between 2016 and 2019, she led the project Co-Learning Space for Hamburg Clusters. Since 2020, she teaches organisation and decision-making at Helmut Schmidt University/Universität der Bundeswehr.



**Gus Verhaeghe** is the innovation manager at Flanders' FOOD and was coordinator of the COSME project CONSENSYS. He holds a MSc degree in Bio-science engineering and a MSc in European Forestry. Additionally, he has a professional chef qualification. In 2017 Mr. Verhaeghe joined Flanders' FOOD. Until then Mr. Verhaeghe had been 7 years involved as Secretary General of InnovaWood, a Brussels-based network of research organisations in the European wood and furniture sector. His other positions before that included RTD manager at the private research institute AIDIMME (Valencia, Spain) and research adviser at the European Confederation of woodworking industries in Brussels. For Flanders' FOOD, Mr. Verhaeghe is involved in the European activities dealing with industry 4.0 topics in the scope of the Smart Sensors 4 Agri-food network. He has a 15-year track record in the European RTD environment and was involved in numerous international and regional projects under various funding schemes.



**Stephane Berghmans** is the European University Association's (EUA) Director of Research and Innovation. He joined the Association in 2020 after working for Elsevier since 2013 as Vice President of Academic Relations in Brussels, responsible for strategic relationships and partnerships with research organisations and EU institutions. Prior to this, Stephane worked for the European Science Foundation as Head of the Biomedical Sciences Unit, managing the secretariat general for the European Medical Research Councils (EMRC) with activities in science management, policy and strategy. He is a Doctor in Veterinary Medicine who obtained his PhD in genetics and molecular biology at the University of Liege (Belgium). Stephane was a postdoctoral fellow at Harvard Medical School, worked in the biotech sector in Cambridge (UK) and served as Director of Biology at Znomics in Portland, Oregon (USA). Since 2015, Stephane is a member of the EuroScience Governing Board.



**Marek Przeor** is the team leader responsible for cluster policy in DG GROW of the European Commission since May 2020. He was a team leader for Smart Growth in DG REGIO in 2013-20. In 2009-13, he was a programme manager in DG REGIO for national and regional operational programmes. He joined the European Commission in January 2004 as a policy officer in DG ENTR, where he worked for five years on legislation proposals in the field of climate change, environment, energy and transport, and was responsible for the evaluation of structural reforms in the implementation of Lisbon strategy. Since 1996 he worked in the banking sector and top-management consulting services where he was in charge of business development and restructuring projects. He graduated in the Warsaw School of Economics in 1997 in finance and banking and international economic and political relations. In 1999 he was awarded the degree of Master of Business Administration by the Warsaw University and the Free University of Brussels. He completed a PhD programme in the Faculty of Management at Warsaw University.

## Moderator



**Andreas Pauer** is a Principal Consultant at Ecorys, leading large-scale EU projects focussing on cross-cutting fields of economic growth and regional development. Currently he leads the two main support services to the S3P-Industry, the *Technical Assistance Facility for Industrial Modernisation and Investment* and the *Regional Cooperation for Industrial Modernisation (ReConfirm) Initiative* and cluster and cluster related SME capacity building under the European Cluster Collaboration Platform. Andreas is also in charge of the DG GROW accounts for Ecorys, leader of the Economic Growth – Brussels team and Head of Business Development. He holds three master's degrees covering economics and political science (University of Innsbruck) and European Economic Studies (College of Europe in Bruges).

## Online Meeting Etiquette

Online meetings are a powerful tool, and we would like to take advantage of all the online features that are offered to us. For this reason, we would like to share with you a list of simple rules, or an “online meeting etiquette”, for everyone to follow, to make this event efficient, productive, and successful.

1. Please **join the call before the official hour**. For larger or formal meetings, join the call at least 10-15 minutes before.
2. In order to guarantee the quality of connection and the comfort of all participants, all participants will be **muted by default and your camera will be automatically turned off** when joining the call. If the moderator invites you to speak, you may unmute your microphone. Please listen to the session carefully to identify the right moment to speak. If it is your turn to speak, please avoid background noise.
3. **Privacy**. Please note that your name will appear in the participants list. For more information on our privacy policy, please consult our Privacy Note on the right side on the registration form.
4. **We would like to hear from you during the event!** In order to do so, please make sure to use the Chat functionality and raise your hand. You can ask questions, post your thoughts and comments and share any update on your cluster. Please note that the moderator might ask you to raise your question orally. In that case, you will have to unmute yourself when it is your turn to speak.
5. **Be respectful and patient**. Please respect the speakers and meeting organisers during the webinar. The success of online meetings depends on everyone’s collaboration and flexibility!

Thank you for taking the time to read this list, we hope that it is helpful.

We look forward to welcoming you at the webinar! If you have any doubt, please contact the meeting organisers at [events@clustercollaboration.eu](mailto:events@clustercollaboration.eu), and we will be glad to help you.