EUROPEAN CLUSTER COLLABORATION PLATFORM

Designing new cluster business models

Capacity-building webinar on 17 March 2021

Agenda

An initiative of the European Union

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Timing	Agenda points
10:15-10:30	Dial in of participants
10:30-10:35	**Welcome to the webinar** Welcome by the moderator Andreas Pauer (ECCP) Introduction by Marek Przeor (Cluster Policy, DG GROW F2, European Commission)
10:35-11:00	**Designing business models, value propositions and sustainable funding for clusters** Presentation by Nicolai Sederberg Rottbøll (Quercus Group) Q&A with participants
11:00-11:25	**Developing our cluster business model** Presentation by Dr. Jamie Meehan (IDEAM cluster) Q&A with participants
11:25-11:30	Break
11:30-11:55	**Sustainable business models in times of Covid-19** Presentation by Evija Pudane (Cleantech Latvia) Q&A with participants
11:55-12:20	**Learn from Peers - share your own cluster business model** Breakout sessions
12:20-12:25	**Reporting from the breakout sessions** Rapporteurs provide a summary of the points discussed
12:25 –12:30	**Conclusion and end of webinar** Concluding remarks by moderator Andreas Pauer (ECCP) Satisfaction survey

Break-out sessions

As we aim at offering an interactive and participatory webinar, we organise break-out sessions to give participants the space to discuss their own experiences in more detail.

Each break-out session will have a moderator to facilitate the discussion. The topic will be the same for all break-out sessions, with the following guiding questions:

- How have you adapted your business model? Share your experience!
- How would you like to adapt your business model? What challenges are you facing to do so?
- How has COVID-19 impacted your business model and what actions have you specifically taken to avoid possible disruptions or delays in the process?
- What services have you developed to adapt to the current working environment?

Participants will be automatically transferred from the plenary session to the break-out sessions and back to the plenary session. Participants must only log in the event on Microsoft Teams with the link they will have received after registration.

Speakers

Nicolai Sederberg Rottbøll is the founder and CEO of Quercus Group, a Danish-Singaporean-Kenyan consultancy specialised in cluster development, multi-stakeholder engagement, open innovation processes and partnerships for internationalisation. Since 2012 Nicolai and Quercus Group have operated with clusters, ministries, cities administrations and organisations from over 35 countries in Asia, Africa, North America, Latin America and Europe. He has advised multiple cluster organisations and projects on sustainable business models and is a frequent cluster development trainer. He was previously initiator, developer and head of Copenhagen Cleantech Cluster (now CLEAN), Europe's largest cleantech cluster organisation which was awarded by UNCTAD and the European Commission. Prior to this, Nicolai worked in the Confederation of Danish Industries, Copenhagen Capacity and the European Commission (DG Environment).

Dr. Jamie Meehan is Cluster Manager at IDEAM (Irish Digital Engineering and Advanced Manufacturing). He focuses on supporting manufacturing SMEs with their digital transformation journey whilst trying to create a national and international cluster eco-system. He has experience in running cluster development workshops on developing a cluster organisation using the bottom-up approach. He forms part of the first EU Cluster Acceleration Programme (theCAP). He has also successfully supported clusters with their development and in obtaining funding. He has a strong applied research expertise in cluster building. He was a lecturer in entrepreneurship and digital marketing and has been involved in EU projects for over 10 years. Jamie holds a PhD in Clusters and Regional Development. He recently wrote a book on *Convergence Influence on Cluster-Based Economic Growth in Regions: Business Clusters – An International Perspective.*

Evija Pudāne is the Executive Director and Strategic Leader of Clean Technology Cluster CLEANTECH LATVIA. Leading the cluster since 2016, she specialises in strategic development of the organisation, initiation of international partnerships and mutual cooperation, and identification of new projects and opportunities in the field of environmentally friendly technologies - organic agriculture, smart urban and rural management, planning and implementation of innovation support systems and attraction of financial resources, and human capital development. She manages the cluster with an emphasis on cooperation between industry enterprises and entrepreneurs, experts and innovators of Europe and Central Asia. She also works in Central Asia since 2012, promoting transfer of the best European experience and knowledge of clean technology sector. She has organised and participated in more than 20 knowledge transfer events in close collaboration with SMEs of Central Asia (2012 – 2021).

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. Two years later he was awarded the degree of Master of Business Administration by the consortium of Warsaw University and the Free University of Brussels. He also completed a PhD study programme in the Faculty of Management at Warsaw University.

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Moderators

Plenary session

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).

Break-out sessions

Kaspar Nielsen is the Head of Development at Cluster Excellence Denmark. For more than a decade he has been devoted to the international development of clusters. Recently, he co-authored the e-books *Digitalisation of Cluster Services and Activities - Rethinking the Power of Innovation* and *Green Transition in Times of Covid-19*.

Merete Daniel Nielsen is Co-founder and Director of Cluster Excellence Denmark since 2009, supporting Danish clusters on competence development, professionalisation and internationalisation. For the last 20 years, she has acted as an expert and leader in cluster and innovation projects at regional, national and international level mainly in Europe. Since 2018 she has served as President for the global TCI Network reaching out to 9.000 practitioners in 110 countries. She is member of the EU Expert Group on Clusters.

Alexandros Vigkos is a Senior Consultant at Ecorys. He is involved in policy studies such as impact assessments and evaluations and research studies for European Commission General-Directorates and Executive Agencies. He has a thematic expertise in projects related to digital transformation of EU industry, new technologies and their impact in the European economy and society. Prior to Ecorys, he gained experience at DG GROW. Graduated in Economics (Athens University of Economics and Business), he also holds a MSc. in European Integration and Development (Vrije Universiteit Brussel) and is currently pursuing an LLM in Information Technology Law (University of Edinburgh).

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 has been helpful.

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

Strengthening the European economy through collaboration