HOW THE FRENCH MODEL OF COMPETITIVENESS CLUSTERS IS RELEVANT AND EFFICIENT TO HELP THE INDUSTRY IN A WORLD OF CRISIS?

Vincent Deschamps – General Directorate for Entreprises
Take away

1. The *Pôles de compétitivité* are selected for their excellence and work with the Regions and the State.

2. The Pôles are very active on the France 2030 national plan

3. Progress toward excellence in order to address new and more challenging problems
French clusters – pôles de compétitivité

The pôles de compétitivité are selected clusters whose excellence is certified by a certification label delivered by the national administration.

In 2023:
- 55 clusters with strong regional integration
- 30 thematic specialisations (materials, aeronautics, health…)
- More than 18 000 members:
  - 31% Very Small Business
  - 31% SME
  - 8% Research organisations
  - 18% Intermediate and large companies

At least 50 % of private funding, through subscriptions and services on a project base.
French clusters – *pôles de compétitivité*

- Cluster Excellence
- Members strategy

**Cluster board**

- Regional policies (SRDEII)
- Industry specialization

**Regional executives**

- National policy (France 2030)
- Europe

**Regional services of ministries**
French clusters – *pôles de compétitivité*

Selected clusters must respect certain specifications to be certified *pôles de compétitivité* by the State. The criteria are reviewed every 4 to 6 years.

These criteria include:
- Number of members,
- Financial stability and financial autonomy,
- Number of projects accompanied at the European level,
- Quality of ecosystems’ animation,
- Technical and market expertise,
- Number and quality of collaborative projects followed by the cluster,
- …
French clusters – *pôles de compétitivité*

Selection process and clusters tracking: 11 Ministries and 15 Regions involved

Ministry for Economy and Finances (policy leader) *including Industry and Digital*
Ministry for Higher Education and Research
General Secretary for Investment (Prime Minister)
General Secretary for National Defence and Security (PM)
Ministry of Defence
Ministry of Health
Ministry of Ecological Transition / Energy
Ministry of Agriculture

General evaluation

Technical assessment
French clusters – *pôles de compétitivité*

- Cluster Excellence
- Members strategy

**Cluster board**

- Regional policies (SRDEII)
- Industry specialization

**Regional executives**

- National policies (France 2030)
- Europe

**Regional services of ministries**
France 2030 : 54 bn€ for the future

Nuclear energy
H2 et RES
Green transition for industry
Low-carbon planes
Electric mobility
Sustainable and healthy food
Health
Arts and culture
New space
Deep sea

Training
Row materials
Robotics, electronic for industry
Digital ans quantic technologies, AI
Startups and game-changing innovations
France 2030 and the pôles

Dedicated goals:
- Ecological transition
- Industry transition
- Digital transition
- Resilience and sovereignty (1ère usine)
- Emerging companies
- Animation and dissemination of 2030

→ Already +800 projets accompanied by poles
Progress toward excellence

Stage 1 (2005-2008)
Launch of the policy aimed at facilitating collaborative R&D projects: 71 clusters

Stage 2 (2009-2012)
Focus on projects and companies growth to widen the ecosystem.
First sizeable effects on R&D expenses: 1€ for 2€.

Stage 3 (2013-2018)
Focus on new products for the market.
Progress toward excellence

Stage 3 (2013-2018)

- Increased effect on R&D expenses: 1€ for 2.5€
- Additional impact on employment: 1.5 FTE per SME

Stage 4 (2019-2022)

- Harmonization of practices and higher expectations. Only 54 clusters but larger.

Stage 5 (2023-2026)

- 55 clusters with stricter evaluation during the stage
European initiatives and outcomes

To be selected in stages 3 and 4, clusters should be certified by the ECEI bronze label, delivered by ESCA. Making it mandatory improved and certified the clusters management excellence.

Stage 4 goes a step further by asking each cluster to have a dedicated European strategy, both by assisting collaborative projects in targeting European funding and by building cooperation with European clusters, *inter-clustering*. The *pôles* succeeded in doing so:

- + 50% of European projects since the beginning of stage 4.
- 1 to 8 FTE dedicated to European and international development in each *pôle*. 90 people hired since 2019, increasing in 2021-2022

- ~1000 projects successfully accompanied at the European level → around 1bn€ for the poles and their members