



EUROPEAN CLUSTER
COLLABORATION PLATFORM

Key Skills for Cluster Managers in Times of Change

Capacity-building webinar on 27 October 2021

Agenda

An initiative of the European Union



Key Skills for Cluster Managers in Times of Change

ECCP capacity-building webinar on 27 October 2021

This webinar will explore how cluster managers and their staff can upgrade their skills to further professionalise their cluster organisations. You will gain insights on relevant skills for building strong clusters and hear about practical examples from the community and your peers. You will also learn about how the right skillset can help cluster organisations to successfully address current challenges and get ideas on how clusters can support up- and reskilling regional labour markets.

Agenda

The table below provides a more detailed structure of this webinar.

Timing	Agenda points
10:15-10:30	Dial in of participants
10:30-10:40	<p>Welcome to the webinar Welcome by the moderator Andreas Pauer, ECCP Introduction by Marek Przeor, DG GROW - European Commission</p>
10:40-11:05	<p>Excellent Cluster Management: The Essentials Joan Martí, Director for cluster development at the Catalan Agency for Competitiveness (Spain)</p>
11:05-11:30	<p>Joining forces to professionalise cluster competences and services Veronica Elena Bocci, Director of DITECFER cluster (Italy)</p>
11:30-11:40	Break
11:40-12:05	<p>Advanced Cluster Skills for the Digital and Green Transitions Betina Simonsen, Director of the Lifestyle & Design Cluster (Denmark)</p>
12:05-12:25	<p>Blueprint projects and clusters in the sectoral capacity building: the MATES experience in the maritime technologies Lucía Fraga, Training Coordinator at CETMAR Foundation (Spain)</p>
12:25 –12:30	<p>Conclusion and end of webinar Concluding remarks by moderator Andreas Pauer (ECCP) Satisfaction survey</p>

The opening of registration will be announced on the [ECCP website](#) and social media channels.

Speakers



Joan Martí has been a cluster practitioner for almost 20 years. He currently is the Director of the Business Strategy Unit at ACCIÓ, the Catalan Agency for Competitiveness, where he leads the Catalonia Clusters Programme. He is involved in more than 20 clusters and works with over 2.000 companies. He is the author of the book "Clusters: winning strategies and teamwork" (2013). He led international missions of cluster managers to Boston (2012), Israel (2013), Silicon Valley (2014), Québec (2015), Korea (2016), Singapore (2017) and New York (2018). As a cluster practitioner he is an active member of TCI network, speaking in their International Congresses since 2006 and acting as mentor in the TCI mentoring programme. He has vast experience as speaker in cluster conferences across the world and has taught cluster strategy in several Business Schools and Universities.



Veronica Elena Bocci is the Coordinator of "DITECFER District for Rail Technologies, High Speed, Networks' Safety & Security", the leading railway cluster in Italy, based in Pistoia-Tuscany. She is a member of the "European Commission Expert Group on the Competitiveness of the Rail Supply Industry" and coordinator of several EU projects on the development of the Rail Supply Industry with specific attention to Cluster management and SMEs. She is also a member of the Board of "ERCI-European Railway Clusters Initiative" and Coordinator of the Working Group for Rail Transport within "CTN-Trasporti Italia 2020", the National Technological Cluster for Surface Transport modes established by the Italian Ministry for Education, University and Research.



Betina Simonsen is the CEO of the Danish Lifestyle & Design Cluster. With circular economy (CE) and digitalisation as strategic focus areas, the cluster has been appointed to run the two national SME programmes for CE as a part of the Danish national strategy and a Danish CE textile symposium. Lifestyle & Design Cluster is the organiser of circular exhibitions within furniture and fashion both in Denmark and overseas. This year Lifestyle & Design Cluster is also organising the Nordic Circular Summit 2021 with online and offline events for one week and has a large focus on combining CE and digitalisation with, for example, emphasis on Blockchain. Betina has a master's degree from Denmark and Japan and an international background within the lifestyle industry and holds several board positions.



Lucía Fraga coordinates the Training department of CETMAR (Technology Centre of the Sea) since 2002, developing projects to improve the quality of life of the maritime sectors through training, blue skills and ocean literacy. She managed The Aixola Training Centre, designed to offer learning opportunities and improve the professional skills of maritime-fishing workers. Since 2018 she coordinates the MATES Blueprint project to create a skilling strategy for shipbuilding and offshore renewable energy sectors. She is an Expert for the European Commission on the ESCO board, participates in the Expert group on skills and careers development in the blue economy, and contributes to the EU4Ocean platform. Since currently is secretariat of the Pact for Skills in the Offshore Renewable Energy sector and leads the Working Group for Building durable skills partnerships for the ORE sector.