CLUSTERS MEET REGIONS

ANNEX II
WHITE BOOK

EUROPEAN CLUSTER COLLABORATION PLATFORM

NEXT GEN EU

*The information contained in this document is for general guidance only.
The final collaboration arrangements will be agreed in due time between the selected Local Host
and the European Cluster Collaboration Platform.*

1. General information

Clusters meet Regions workshops are helpful for cluster managers and policy makers resulting in the engagement of clusters in the regional priorities. Regional authorities need to know their clusters and understand how they can shape, improve, and effectively help in the design and the implementation of the regional development policies. Cluster organisations and their members should take actions and implement projects that are relevant for the economic development of their local communities.

The topic of Clusters meet Regions events will be aligned with the development priorities of the regions interested in hosting this event; in line with the EU updated industrial strategy[1] for green and digital transition and resilience building and according to their smart specialisation strategies[2] developed at national and/or regional level. Local clusters should facilitate engagement and collaboration with other European clusters in the same or related economic activities and thus complement regional assets and reinforce capacities to lead green transition, accelerate digital transition and build resilience.

2. Dates

Clusters meet Regions workshops are intended to be held during the working weekdays, preferably on Tuesday, Wednesday, or Thursday, avoiding major international holidays, school holidays, as well as summer/winter holidays. It is of great interest to connect the workshop to already existing major B2B local event (exhibition, conference), falling into the thematic priority areas.

3. Workshop format

As we currently living in a period of uncertainty during the pandemic, the evolution of the sanitary situation is being closely monitored. ECCP organising team and the Host City commit to uphold the local regulations in place at the time of the Workshop. Therefore, if the local government does not allow for meetings and events to take place at the time of the event, the event will become 100% virtual or will be postponed.

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[1] [Updating the 2020 Industrial Strategy (europa.eu)](#)
[2] [Home - Smart Specialisation Platform (europa.eu)](#)

4. Venue & Meeting requirements

There is no strict requirement for the choice of the venue. All options are welcomed (conference hotel, university, technology park, etc.). Make sure that there is access for disabled attendees.

The costs for all following requirements are to be covered by the Hosting City.

a. Conference room
- Number 1
- Seating capacity: up to 150
- Days: 2
- Technical equipment AV facilities, excellent internet connection including a laptop, screen, VGA projector, stage with lectern and micros and equipment to have remote speakers and attendees

b. Meeting rooms
- Number 2
- Seating capacity: up to 50 (for breakout sessions)
- Days: 2
- Technical equipment: Av facilities, Internet connection including a laptop and VGA projector for every meeting room and equipment to have remote speakers, attendees.

c. ECCP office room
- Number 1
- Seating capacity 10
- Days 3
- Technical equipment: Internet wireless connection, laser colour printer and photocopy facility

Room set up (mainly for the meeting rooms) may vary and change during the day. Ant additional costs are covered by the Hosting City. The Hosting City should also provide the ECCP organising team with a map and information on the venue facilities.

d. Welcome desk
The welcome desk should be equipped with competent staffs (at least 2 pax), provided by the Hosting organisation. The desk should be operational before the arrival of the participants till the end of the workshop programme.

5. Social programme and catering

The various networking elements during the Workshop include coffee and tea breaks, lunches and site visits and will be open to all participants. Welcome reception and dinner (day 1) are offered to limited guests (speakers and officials) and are by invitation only. The proposal should include 2 lunches, 4 coffee breaks, 1 reception and 1 dinner, following the agenda:

DAY 0
- Evening – Reception (for speakers and officials), by invitation only

DAY 1
- Morning - 1 coffee break
- Lunch – for all attending speakers, delegates, press
- Afternoon – 1 coffee break
- Evening - Dinner (for all speakers and officials), by invitation only

DAY 2
- Morning - 1 coffee break
- Lunch, for all attending speakers, delegates, and press
- Afternoon – 1 coffee break

Special menus for vegetarians and allergic people should be considered. Information on the requirements shall be provided by ECCP organising team prior the event.

6. Programme schedule

By visiting ECCP website could be found all background information (input paper, agenda, proceedings and video recording) related to the Andalusia pilot event that took place in Málaga the 16th and 17th of February 2022 or in Vilnius the 26th and 27th of April 2022.

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7. Technical equipment and technicians

Technical equipment for meetings room have been described in point 4 in the current document.

AV equipment for hybrid event with approx. 100-150 pax in the main conference room and approx. 200pax online via Zoom videoconferencing platform.

Sound
- PA system suitable for the main conference room/venue

Digital mixer
- 5 (or more) headset microphones for the speakers on the podium
- 2 handheld microphones for the local audience during Q&A session
- Monitor speakers on the podium for remote connections
- If media invited - monitor speaker for them

Video
1) 1 big screen (or 2 separate ones) capable of showing simultaneously:
   - local presentation + gallery view of remote speakers
   or
   - remote presentation + pinned image of the remote speaker
2) 2 or 3 cameras (could be remotely operated) - 1 for the podium and 1 or 2 for audience view

Videomixer
- Remote participants must be able to see podium or audience

Preview monitor(s) in front of the podium - must be able to show either local presentation + gallery or remote presentation + pinned speaker
- A countdown timer will be a good add-on

Remote clicker (wireless mouse), USB-C and miniDP adapters for additional laptops if needed

Enough powerful laptops for the SoW defined, all equipment with digital (USB or DVS) soundcards and videocapture cards

Technical staff
Min 1 sound engineer (optionally 1 mic guy) and 2 video engineers (1 for camera directing/ screens and 1 for remote connections)

8. Accommodation and Hotel requirements

The meeting venue should be nearby (walking distance preferably) or up to 5 min by car and well connected to the proposed hotels. The Host organisation should propose 2-3 hotels at a competitive rate per night per room, single or double use, including buffet breakfast and VAT no more than 130 euro for a single room per night. Between 30 to 50 rooms to be provided at a competitive rate.

Duration of the delegates stay: min 1, max 3 nights, mainly single occupancy. Complimentary rooms for the ECCP organising and marketing team (currently 7 pax) for 3 nights during the Clusters meet Regions Workshop should be part of the above negotiations.

Free room upgrades for few officials would also be highly appreciated.

The Hosting organisation should provide additional information on allotments for each hotel as well as cancellation policies and reservation procedures.

9. Site inspection

A site inspection could be organised in order to visit all proposed venues, hotels and meeting facilities and to discuss all important organisational, content and agenda matters.

10. Technology & Industry tours

Playing a vital role within the conference program, the technology visits are usually scheduled for Day 2 of the Workshop programme. The themes and sites for the visit are to be proposed in a way that will showcase the overall development of the region and will give the best examples of the clusters and networks operation. Each tour should feature valuable insights about the industry itself, its role within the regional development, the methods used to establish the cluster or business network, challenges met along the way, as well as the successful stories.

11. Accessibility

Despite the fact, accessibility holds just 10% of the overall assessment process, proposals should detail flights and low-cost connections from major European cities. Information about transfers from airport and hotel, as well as meeting venue is also highly welcomed, as will be included in the delegate's pack. In all cases, where the region or the Host organisation has special arrangements with airlines, that should be also considered in the proposal.

12. Marketing & PR

The ECCP will elaborate the materials for the promotion (before, during and after) to be used in the communication channels of the platform itself, European Commission and any other relevant national or local channels.

ECCP marketing team will design the layout of the whole event communication tools in close cooperation with the local host. It will also organise the emailing of the invitation to the event and promote it through social media channels. ECCP is responsible for printing the final programme, as well as delegate's badges.

13. Fees & Registration

Clusters Meet Regions are free of charge for all attending delegates (in person or online). Under no circumstances participation fees shall be charged.

Registrations to the Workshop are done through the online registration platform provided by ECCP organising team.

Confirmation of registrations of participants will be done by ECCP.

14. Financial aspects

The Hosting organisation will be administrating the financial aspects of the Workshop and takes full financial responsibility of the event. The local host organising team may wish to invite sponsors to take part in the specific areas of the agenda such as welcome reception, lunches, coffee, and tea breaks. Commercial sponsor should be targeted with care, mainly to present the region, but to avoid turning the Workshop into a sales event. The table below summarises the financial responsibilities & aspects:

Elements	ECCP	Local Host	Delegates	Day 0	Day 1	Day 2
Conference venue		X			X	X
Technical Equipment		X			X	X
ECCP office room		X		X	X	X
Hotel rooms ECCP org team	X	X[3]		X	X	X
Hotel rooms, inc B&B, taxes			X	X	X	X
Coffee breaks		X			X	X
Lunches		X			X	X
Welcome reception, by invitation		X		X		
Welcome dinner, by invitation		X			X	
Conference programme & signage	X				X	X
Badges	X				X	X
Welcome desk, including staff		X		X	X	X
Final programme (optional)	X				X	X
Speaker's costs		X				
Technology tours		X				X

15. Sustainability

The proposal should be also a chance to demonstrate the sustainable policies and practices of the region. The sustainability topic is highly favoured by ECCP and all its initiatives and events. Please detail in the proposal sustainability practices in the region and those to be deployed during the Workshop. (Examples: no plastic use, local producers, sustainability indicators used and others).

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[3] Following negotiations with hotels

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