

Sesion 3.

The next generation of EU cluster initiatives and the role of Cluster Excellence

► Reflections from European Cluster Alliance

**1 st Meeting of European Gold-Label Clusters
Brussels, 4 December 2019**

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”Gold Label” – how proud that word!

Is really somebody other than clusters managers knows what cluster is?

... and Gold Label?



Why clusters are important?

They know



- If we want to strengthen clusters, we have to explain public opinion why clusters are important for them
- Clusters are a strategic tool for supporting the competitiveness and scaling-up of SME's but to do that clusters should achieve a „critical mass”
- Clusters are helping their SME's to integrate them better with global supply chains and to support them in transformation to new markets challenges like digitalisation, industry 4.0, green economy etc.

But do They know?



About the new organisation

- European Cluster Alliance is an initiative of national cluster associations representing EU member-states to strengthen clusters position in the EU industrial and SME's agenda
- We would like to organize and be „one voice” of European Clusters
- 10 countries signed but we welcome members from all EU member-states
- ECA in close cooperation with ECCP could be the „integration spot” for members of new Joint Cluster Initiatives



Joint Cluster Initiatives

- ECA strongly support new Joint Cluster Initiatives
- We are fully convinced that European clusters need a stronger support to build common projects:
 - Inter-memberstates
 - Inter-sectoral
 - International
- We think, that new JCI should be focused not only on „soft” elements, but also support economic competitiveness of clusters members
- We recommend to involve in JCI also developing clusters from different regions of EU
- Skills should be developed as an element of JCI
- Joint Cluster Initiatives should be, in the second step, connected with projects of EU industrial champions (e.g. Joint Technology Initiatives)

European Cluster
Alliance 

THANK YOU

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