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# **“Call for tender for experts in the domain of cluster management in the framework of the EU COSME Project CLUSGRID”**

“This call for tenders is part of the project CLUSGRID which has received funding from the European Union’s COSME Programme (2014-2020).”



### Context:

Six European clusters, all consortium members of the CLUSGRID (Clusters for Smart Grid) EU funded COSME project, seek submissions from suitably qualified training course providers for the provision of a classroom based training course in Cluster Excellence Management. This is an open procedure regarding the training of cluster managers in the specific fields of Cluster Economy, Cluster Organization Management, Change Management, Value Chain Analysis and Industry Analysis and Segmentation.

### Short description:

The project “Clusters for Smart Grid” (CLUSGRID) is based on the ambition to strengthen cluster management excellence (under European Cluster Excellence Initiative [ECEI] criteria) leading to sustainable long-term cross-cluster and cross-border collaboration. The consortia is composed of six European Clusters in Information and Communication Technology, Energy Efficiency and Energy Renewable and Industry, Microelectronics, Optics and Photonics, and the six consortia member are from four different countries with a different level of cluster excellence. Project partners will jointly undertake a series of activities such as trainings, mentoring sessions and study visits and will identify the best practices, processes and tools for cluster management.

More information about the CLUSGRID project is found on the link below:

<http://www.clustercollaboration.eu/eu-initiatives/cluster-excellence/clusgrid-clusters-smart-grid>

### The CLUSGRID Project:

The consortium consists of six clusters from four different countries and ESCA Labels:

Name	Short name	Type of cluster	Location	ESCA Label
EASTERN CLUSTER ICT	EDA	ICT	Poland	Bronze Label
POLE SOLUTIONS COMMUNICANTES SECURISEES	Pole SCS	Microelectronics, telecommunications and software	France	Gold Label
CANARIAS EXCELENCIA TECNOLÓGICA	Cluster CET	ICT	Spain	Silver Label

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ASOCIACION ESPAÑOLA PARA LA INTERNACIONALIZACION Y LA INNOVACION DE LAS EMPRESAS SOLARES - SOLARTYS	SOLARTYS	Solar Energy and Energy Efficiency	Spain	Bronze Label
SOUTHERN EUROPEAN CLUSTER IN PHOTONICS & OPTICS ASSOCIACION	SECPHO	Optics and Photonics	Spain	Bronze Label
INDUSTRIAL CLUSTER SREDNOGORIE	ICS	Industry and Optics	Bulgaria	Silver Label

This consortium wishes to select expert(s)<sup>1</sup> with specific knowledge in “Cluster Excellence Management Training” to provide the appropriate training in line with the requirements indicated in this document. It is the consortium’s desire to obtain knowledge and practical skills to improve the cluster management capability and enable the members to provide high quality services to their own cluster members.

The consortium members are at various levels of the European Secretariat of Cluster Analysis (ESCA) labels and therefore the training provider will need to be capable of delivering teachings, best practices, and case studies to deepen the theoretical knowledge of the consortium partners and enable interactive discussion on the challenges of cluster management to unfold. It is essential that the training providers have considerable knowledge and experience in one or several of the five training modules required by the consortium.

The desired outcomes are that the cluster members leverage the course content and tutorials to improve their own clusters at a national and international level. That they strive to create new and lasting frameworks for the long-term sustainability and relevance of their cluster and finally become more empowered as individuals in cluster excellence management.

## **Required Trainings:**

### **Topic Training 1:**

Cluster economics (finding strategies for financing, finding new financial tools for the own cluster and

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<sup>1</sup> Applicants can be either organizations (companies, foundations, etc.) or group of natural persons. In the latter case, applicant is required to submit the proposal with only one leading member, specifying the group members and their specific skills and experience in the subjects of the 5 core modules. In case the applicant is a group of natural persons, it will fall under the leading member responsibility the level of performances and results of the other trainers of the group, being him/her the only contracting party responsible for the implementation of the task.



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for the implementation).

### **Topic Training 2:**

Cluster organization management (optimization of cluster organizations – finding substitution arrangements, clear responsibilities and thematic-orientated groups; develop internal structure modules; training on tools for cluster managements).

### **Topic Training 3:**

Change management (internal communication, case studies, communication strategies, presentation skills).

### **Topic Training 4:**

Value Chain Analysis (will give participants necessary knowledge and tools to build Smart Grid value chain between participants and their SMEs).

### **Topic Training 5:**

Industrial analysis and segmentation (industry analysis, new emerging value chains, intercultural skills and internationalization, partner interview for partner segmentation, future emerging topics for the cluster members [human resources development, innovations management]).

## **Required Qualifications and Skills**

- Fully proficient in reading, writing and understanding English
- A minimum of three (3) years professional experience in cluster training<sup>2</sup>
- Experience of delivering one or several of the 5 core training modules according to ECEI modules content
- Experience in cluster analysis

## **Required Methodology**

The successful expert(s) are expected to create a two-fold methodology combining a theoretical and practical approach allowing attendees to learn about real solutions to real problems.

Each of the modules will have one day of stationary course (5 modules = 5 days of stationary course) and 5 week on-line training.

Experts can address one or several topics/modules in their tender.

There will also have to be an online Platform available for virtual meetings between participants and trainers and self-development exercises based on the training modules.

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<sup>2</sup> ECEI Expert certification valued



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Training experts will provide written materials for participants based on the European Cluster Excellence Initiative materials and online study cases and tasks for participants. Once a week all participants and training experts will arrange virtual meetings to discuss study cases, tasks and materials together and to exchange lessons learned by each of participants

### **Required date and place:**

The training either stationary or online will have to take place between June and September 2017.

They will be able to take place in one of the Regions of the participants (Catalonia or Canary Islands (Spain), Sofia (Bulgaria), Provence – Alpes – Côte d’Azur (France) or Lublin (Poland).

Training experts will specify in their tender the place where they accept to deliver the training module.

The consortium will take care and pay for the training location (including coffee breaks).

### **Number of participants:**

The trainings may be combined with trainings of other participants in a bigger group, but the total number of participants will not be more than 15 people.

### **Duration:**

The trainings are calculated at eight hours per day (8 hrs per day).

### **Language:**

The language of the course will be English.

### **Training Materials:**

The successful expert(s) will be responsible for developing every support material to be used during the training programme, which must include materials (for 15 participants) prepared in the framework of the European Cluster Excellence Initiative as well as new, purpose built material and case-studies. The training materials provided are one of the project deliverables and will remain the property of the participants and can be made public.

### **Training certification for consortium:**

The successful expert(s) is required to award certificates on completion of the training programme to the training participants.

### **Contracting Authorities:**

The Contracting Authority is one of the members of the CLUSGRID consortium, Canarias Excelencia Tecnológica.

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## Terms and Payment:

The quotation will be delivered for each of the modules in separate. The quotation will also include an estimate of stationary hours needed for each specific module.

They Consortium can choose different trainers for different modules.

The value of the quotation and contract will include VAT, training materials, social security, income tax, travel and accommodation costs and any other expenditure.

Payments will be made in Euros. The amount paid to the expert(s) shall be gross and inclusive of all associated costs.

## Evaluation criteria:

The evaluation will be based on cumulative analysis from all the four partners and will be weighted on the following criteria:

- Qualifications 30 %
- Expertise in other related trainings 40%
- Best economic offer 30%

Total maximum score is 100%.

The applicants will be selected on the basis of the highest score obtained. In the case of a tie, the applicant with a lower price offer will be awarded. The evaluation of the offers received will be performed by the CLUSGRID consortium (one from each cluster).

## Application procedure:

Interested applicants must submit the application documents to Patricia Fraile (Manager in Canarias Excelencia Tecnológica) by e-mail [pfraile@clustercet.com](mailto:pfraile@clustercet.com) latest until March 31<sup>st</sup> 2017.

Application documents expected to contain the following information:

- Personal contact details of the expert(s)
- Brief summary of the relevant cluster training experiences
- CV of the expert(s) that will be delivering the training including at least 2 references
- Content of the training, or the training modules, proposed and offered
- Other relevant information to prove the required qualifications and skills
- Examples of previous trainings

All documents and information provided must be in English.

## Timeline:

Publication date	27.02.2017
Question deadline	17.03.2017 (by email)
Answer deadline	24.03.2017 (by email)
Time limit for receipt of application	31.03.2017 23:59 hrs. (by email)
Time for reply to the applicants	28.04.2017

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### **Contact details:**

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