



CLUSTER4SMART

Project's Introduction

05/2020



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PROJECT'S INTRODUCTION

1. Aim of the project
2. Project partners
3. Project's steps and outcomes
4. Communication



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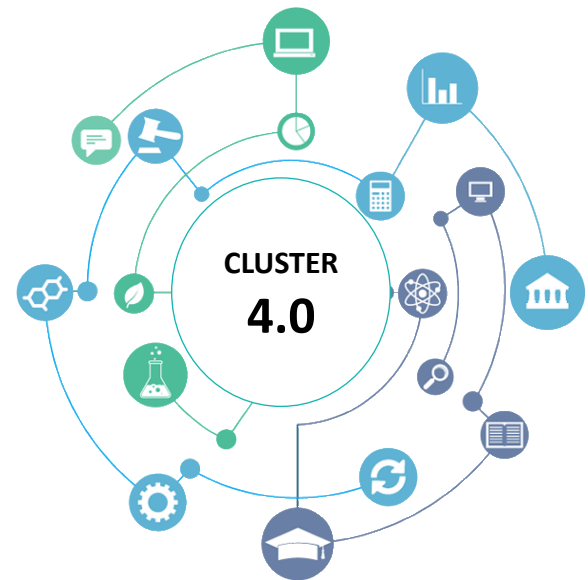


1. AIM OF THE PROJECT

Answering a specific need



Impacts on cluster management practices



Need for new competences

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1. AIM OF THE PROJECT

Answering a specific need



Objective

Respond the cluster managers need for competences

Outcome

Online vocational training for the cluster managers and their stakeholders responding to their need for competences



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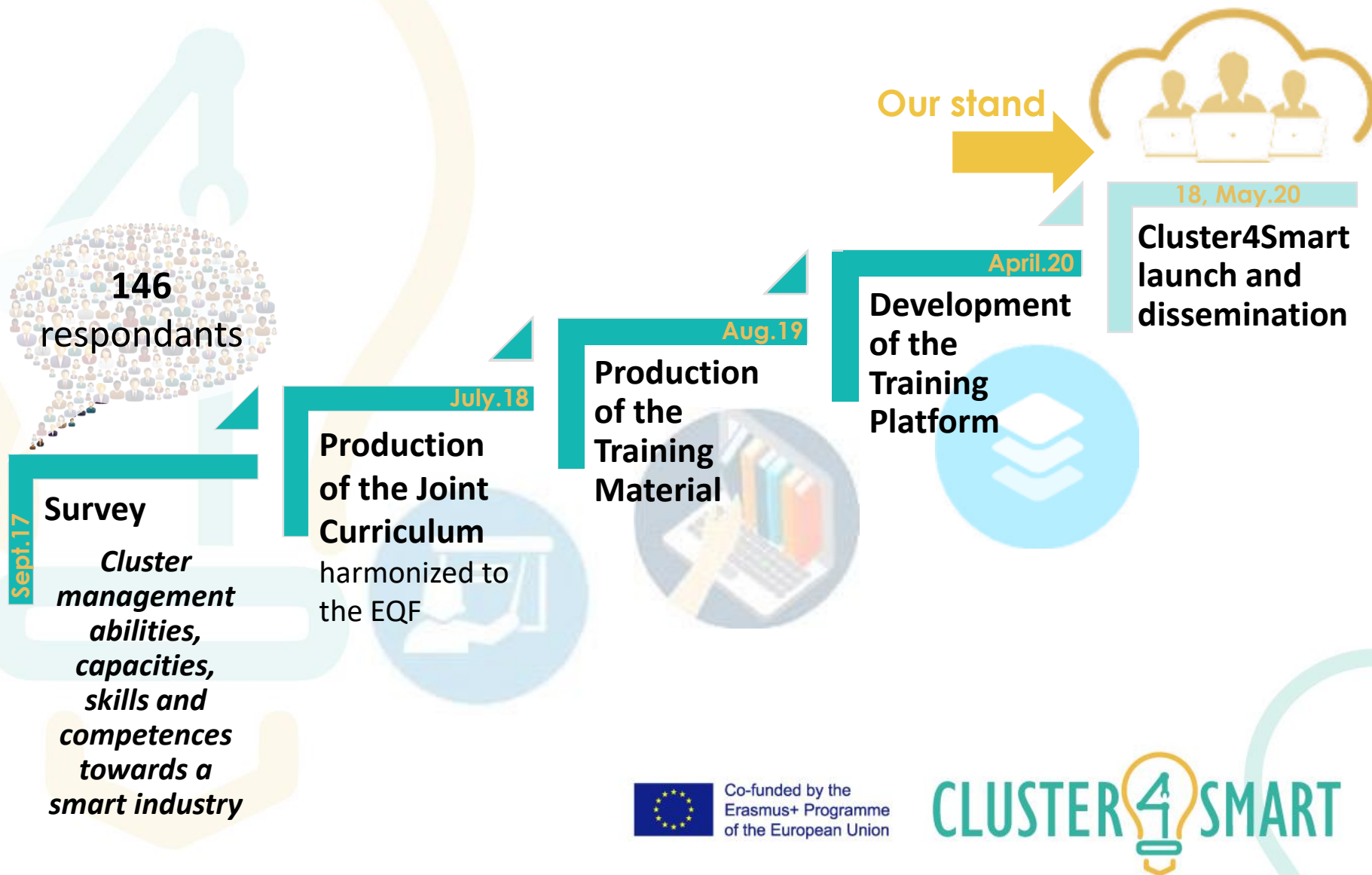
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2. PROJECT PARTNERS

A Hungarian-Spanish-French collaboration



3. PROJECT'S STEPS AND OUTCOMES



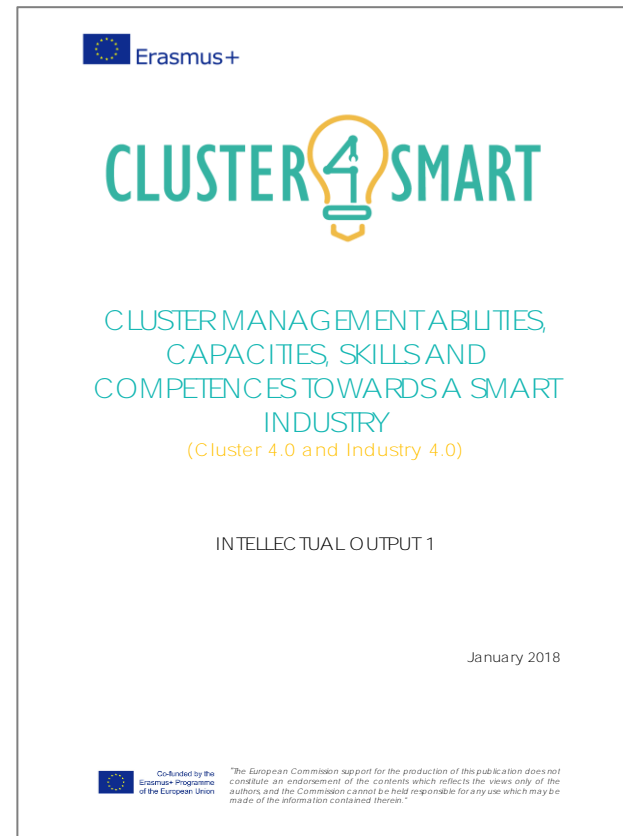
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3. PROJECT'S STEPS AND OUTCOMES

IO1- Cluster4Smart Survey

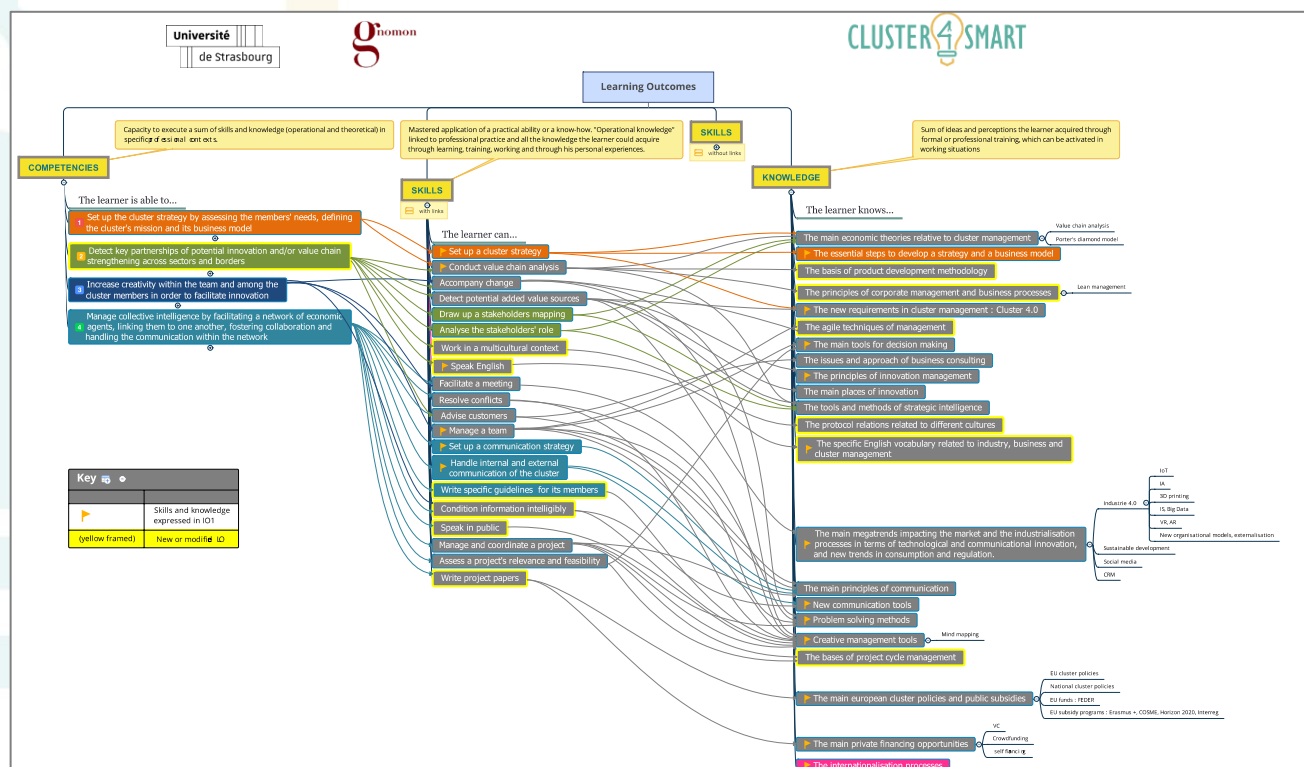
Published on
the [EU Cluster Observatory Library](#)



3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum

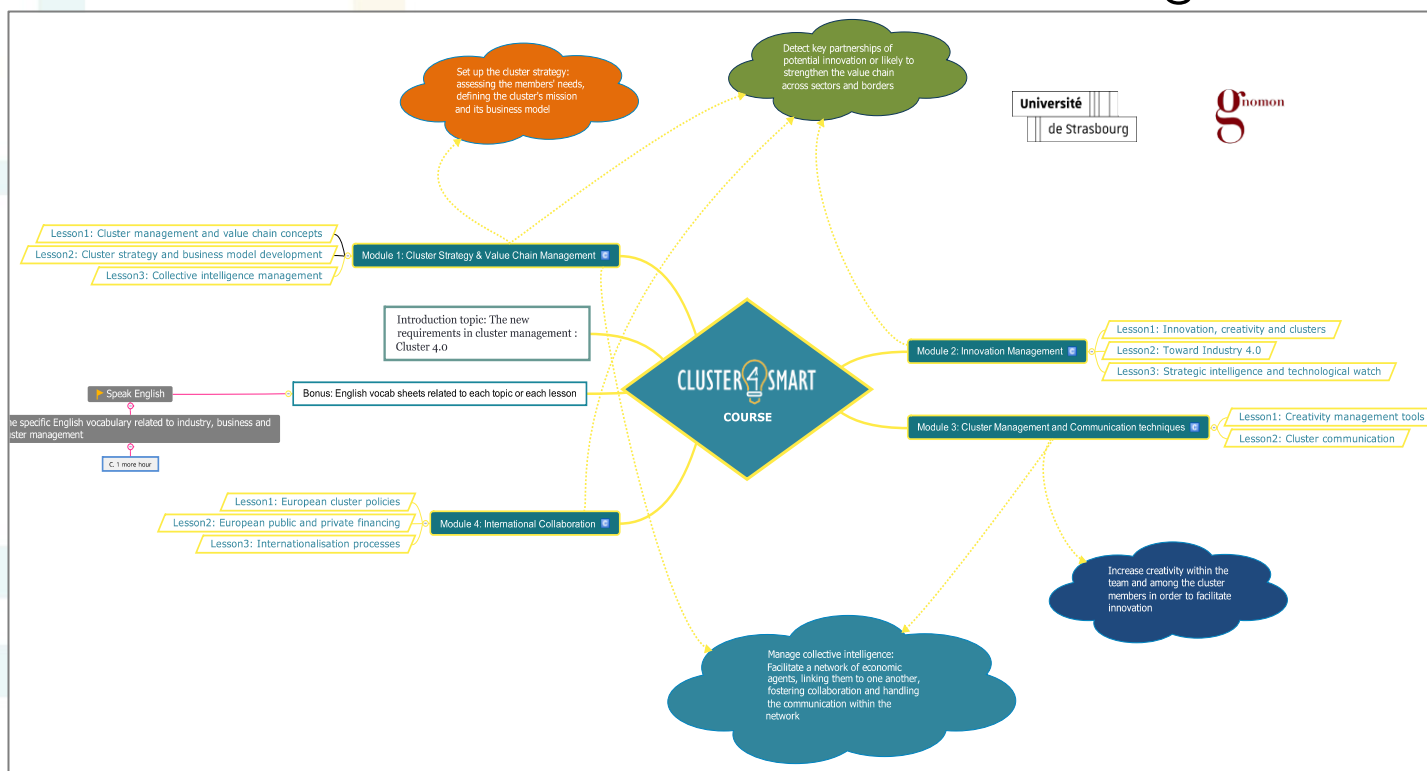
Learning outcome description and selection



3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum

Organisation in Units and elaboration of the training content

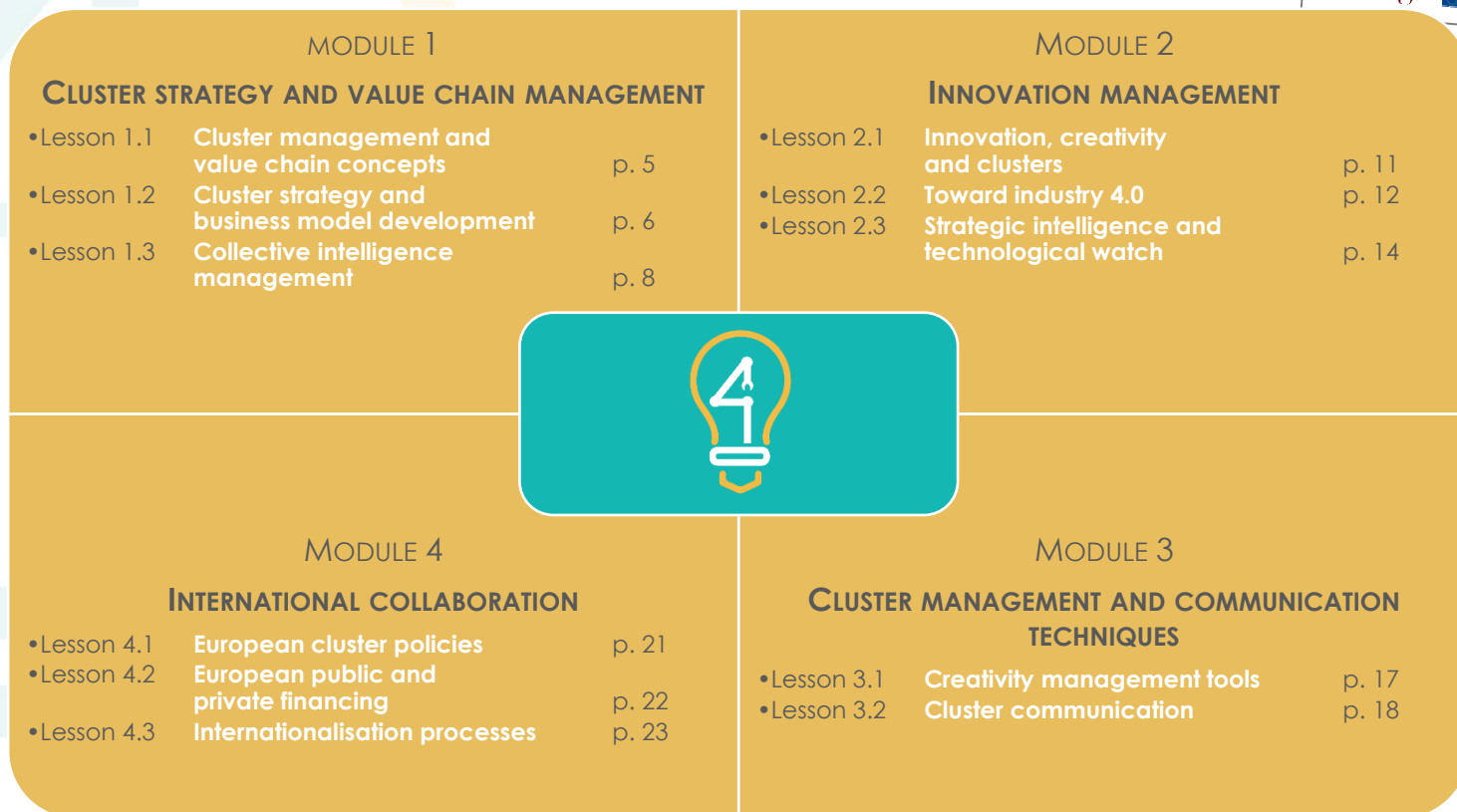


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3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum



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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Theoretical resources	Practical resources
Course presentation videos Motion design videos Course presentation documents Tool sheets Vocab sheets Augmented infographics	Quizzes/games Case studies Active learning questions



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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Course presentation videos



Benefits

Identify with a professor, Credibility, Comforting



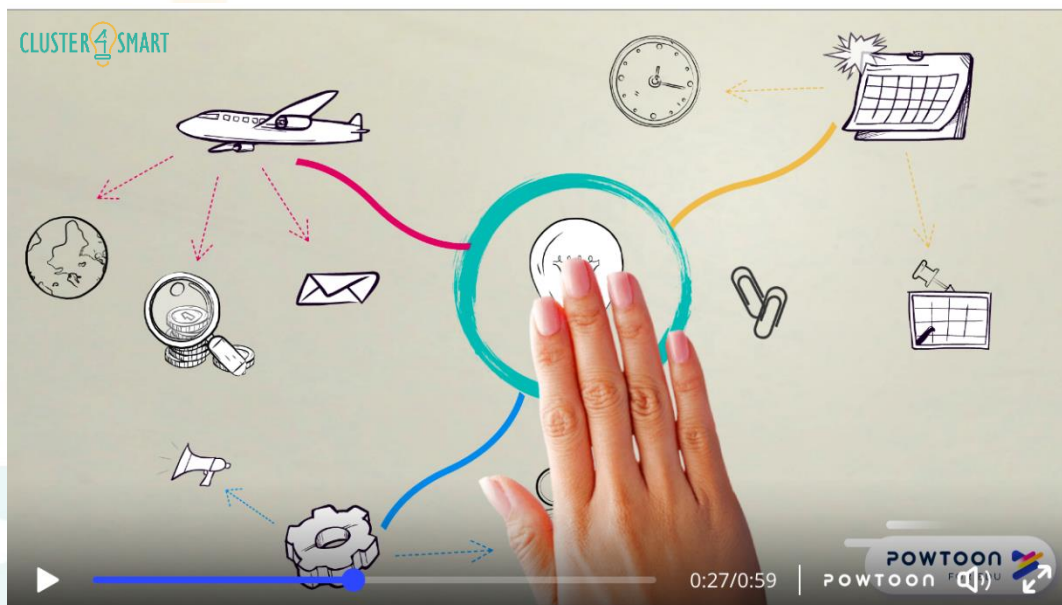
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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Motions design videos



Benefits

Memory aid thanks to pictures, entertaining



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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Augmented Infography



Benefits

Active learning: memory aid, involvement,
Interactivity: fun



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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Course Documents and Toolsheets



Benefits

Comforting, Extra information



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3. PROJECT'S STEPS AND OUTCOMES

IO4- Cluster4Smart Platform **In finalisation**

Online platform with all training materials (videos, handbooks, infographics, Quizes...).



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3. PROJECT'S STEPS AND OUTCOMES

IO4- Cluster4Smart Platform

In finalisation

IN PROGRESS		
Average score: 33%		
Progress: 23%		
1.1 Cluster Management And Value Chain Concepts		
Lessons	Score	Total Time
Introduction to cluster management's main concepts	100	-
Topic 1. Cluster management basics	100	-
Topic 2. Value chain analysis	-	-
Topic 3. Lesson quiz	-	-
1.2 Cluster Strategy And Business Model Development		
Lessons	Score	Total Time
Introduction to Cluster Strategy and Business Model Development	0	-
Topic 1. Diagnostic	-	-
Topic 2. Strategy	-	-
Topic 2. Strategy - Quizzes	-	-
Topic 3. Monitoring and evaluation	0	-
Topic 3. Monitoring and evaluation - Quizzes	0	-
Topic 4. Business model	0	-
Topic 5. Services	0	-

Subscribe to Module 1 in the "play" button on the right of the screen to start the training

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MODULE 1. CLUSTER STRATEGY & VALUE CHAIN MANAGEMENT

This module is divided in three lessons and will offer you a view on how to foster innovation through your clusters and the different new technologies that could be implemented in your sector.

1.1

Cluster management and value chain concepts

START

1.2

Cluster strategy and business model development

START

1.3

Collective intelligence management



START

1.4

Final assessment
Only available once you pass the above lessons
START



Vocab sheet
START

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2.2 Toward industry 4.0

In this lesson you will go through the different technologies related with the industry4.0 and the changes implied in the organizations.

Module 2 - Lesson 2.2 Introduction (English ...
Innovation Management
Lesson 2 Toward Industry 4.0

Introduction TO INDUSTRY 4.0

Rafael Maestre
Head of the Electronics & Home Automation Department at CETEM

Topics

- Introduction
- 1. Additive manufacturing
- 2. Augmented and Virtual reality
- 3. IoT & Robotics
- 4. Big data
- 5. Artificial intelligence
- 6. New organisation and processes
- 7. Accompanying the human resources

START



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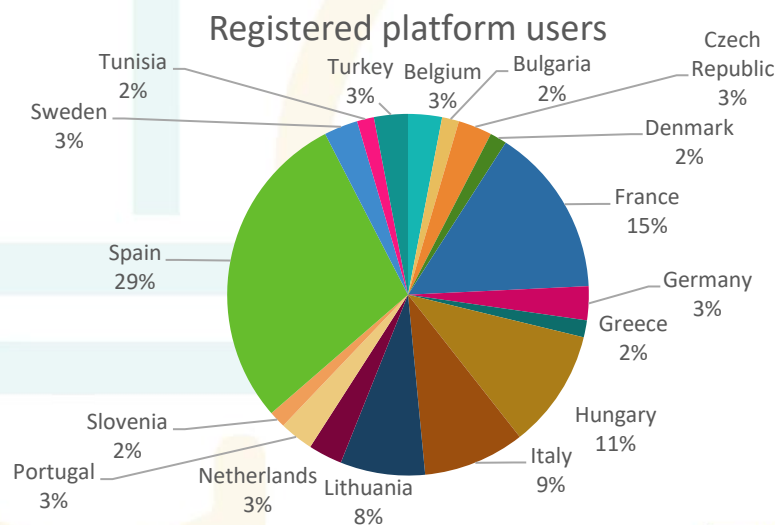


3. PROJECT'S STEPS AND OUTCOMES

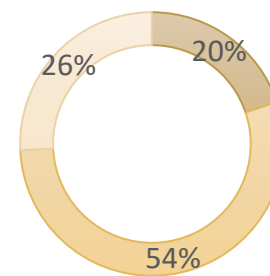
IO4- Cluster4Smart Platform Testing

From 20/03/2020 to 17/04/2020

- 74 accounts created, users from 19 countries
- 35 lessons tested (surveys completed), users from 13 countries



Global participation
(101 invitations)



■ No response ■ Created account ■ Tested

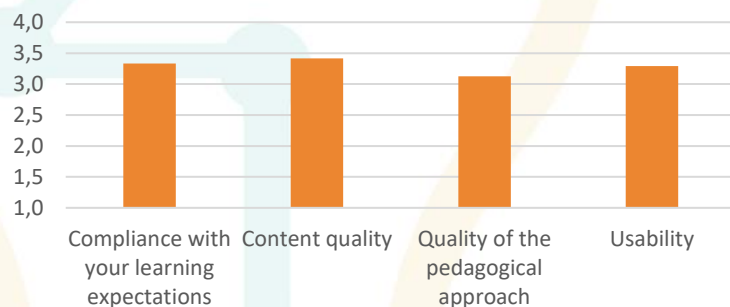
3. PROJECT'S STEPS AND OUTCOMES

IO4- Cluster4Smart Platform Testing

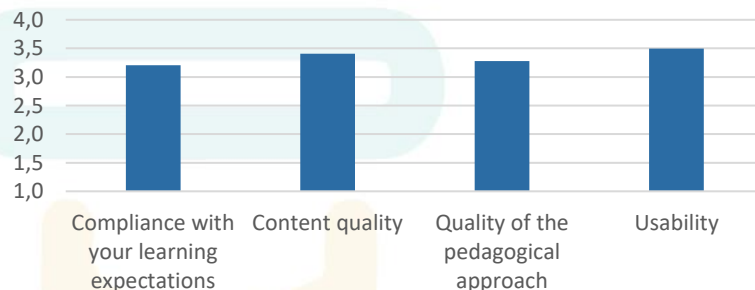
Results:

- Good rates (4 points scale)
- A lot of comments
- Platform in adjustment

Average Module 1 Cluster strategy and value chain management



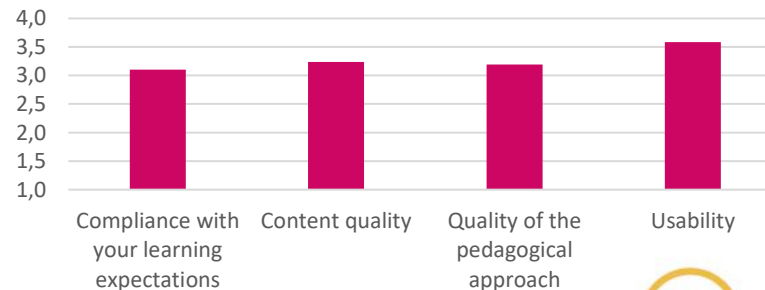
Average Module 3 Cluster management and communication techniques



Average Module 2 Innovation management



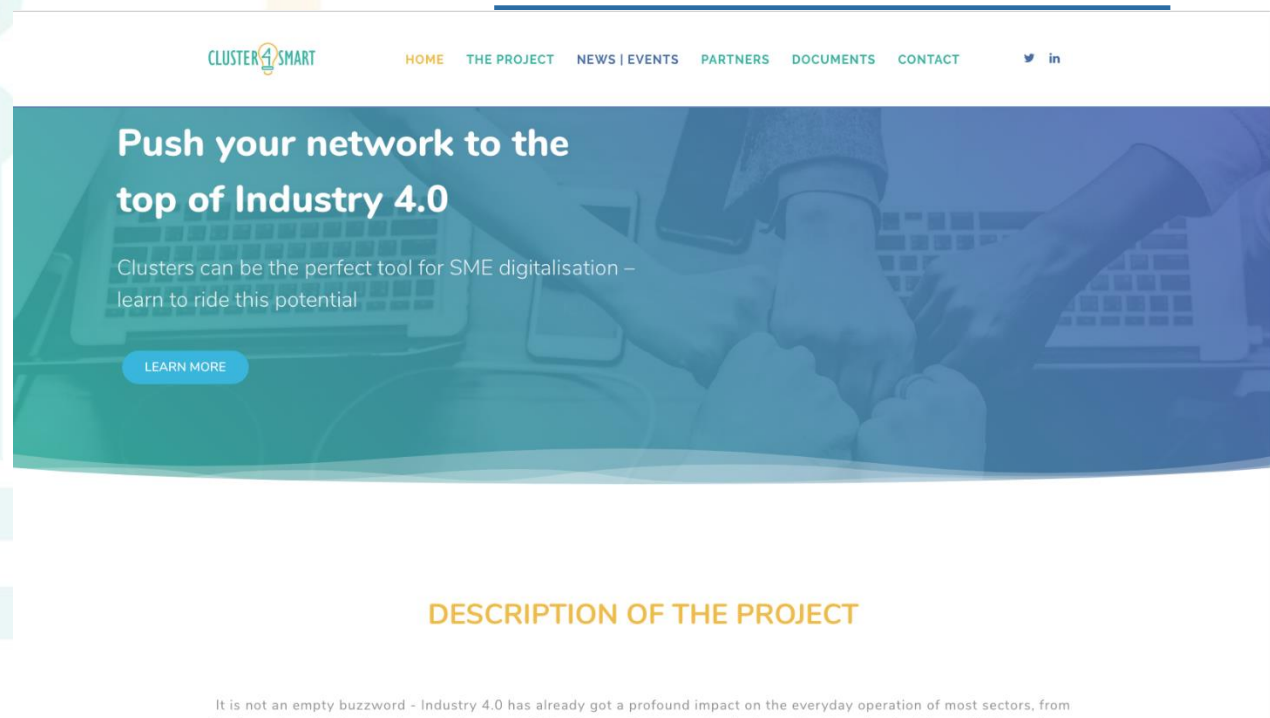
Average Module 4 International collaboration



3. PROJECT'S STEPS AND OUTCOMES

COMMUNICATION

Visit our website! cluster4smart.eu



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COMMUNICATION



Stay updated on linkedin and Twitter

ECCP profile

Watch our teaser on Youtube



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3. PROJECT'S STEPS AND OUTCOMES

COMMUNICATION

Save the date!

25/05, 11:00 CET

Cluster4Smart Final Event WEBINAR

[More information](#)

[Subscribe here](#)



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