**EUROPEAN CLUSTER
COLLABORATION PLATFORM**

# ECCP Trend Universe User Manual

# Background and purpose of the document

Launched in April 2023, the **ECCP Trend Universe is the new strategic foresight instrument** of the ECCP to help you - EU cluster organisations and your members - to identify **mega and macro trends** in the **14 industrial ecosystems** having a direct impact on markets as well as your technologies and businesses. The ECCP Trend Universe is only accessible to **registered ECCP Pro User**.
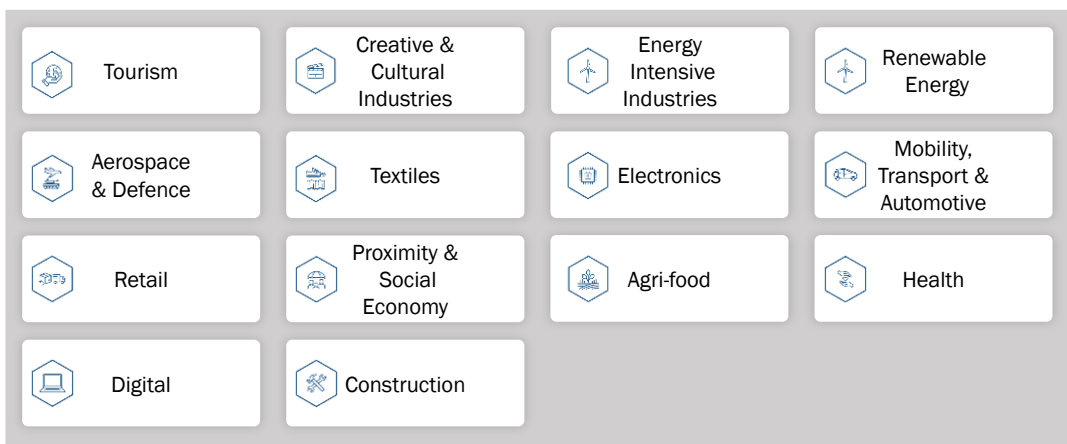
The **purpose of the ECCP Trend Universe Manual** is to provide you – registered or interested ECCP Trend Universe Users - to provide you with the necessary information to ease and facilitate the use of the ECCP Trend Universe starting from the registration process as a Pro User to the actual use of the ECCP Trend Universe.

# The ECCP Trend Universe and its benefits in brief

With the ECCP Trend Universe, you can:

- **enhance the strategic foresight** through the assessment of the influence of future trends on your organisations,
- understand better future trends and their impact on your cluster organisations and you're your cluster members,
- select one or more of the relevant **14 industrial ecosystem(s)** in which your cluster organisation is interested in,
- identify early developments within 14 different industrial ecosystems,
- view relevant **trend assessments** from other clusters and global data in these radars,
- make your own **trend assessment** and be guided by valuable benchmarks based on the wisdom of the crowd.

*Figure 1: Overview of the 14 industrial ecosystems*

| | | | |
|---|---|---|---|
| Tourism | Creative & Cultural Industries | Energy Intensive Industries | Renewable Energy |
| Aerospace & Defence | Textiles | Electronics | Mobility, Transport & Automotive |
| Retail | Proximity & Social Economy | Agri-food | Health |
| Digital | Construction | | |

Source: ECCP (2024).

**Strengthening the European economy through collaboration**

EUROPEAN CLUSTER COLLABORATION PLATFORM

# Registration as Pro User to benefit from the ECCP Trend Universe

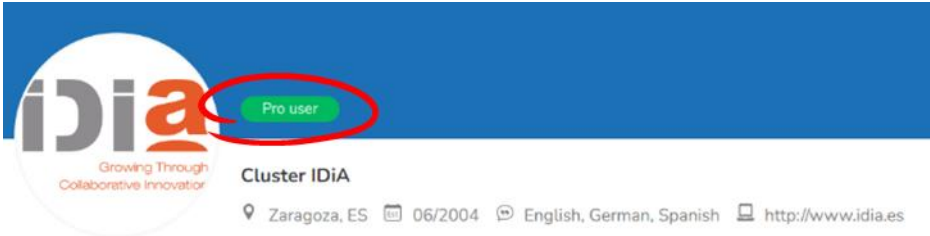Two new user types are introduced to the ECCP-Platform:

1. **"Standard user"**, filling out all mandatory information asked for in the profile registration process

*Figure 2: Screenshot of standard user profile on the ECCP*



2. **"Pro User"**, providing not just the **mandatory, but also at least 50% of the optional information**. If your registration as Pro User is validated, a green badge stating "Pro User" will pop up next to your profile logo

*Figure 3: Screenshot of Pro User profile on the ECCP*



## Overview of the main differences

| Standard User Profile* | Pro User Profile* |
|---|---|
| Basic Industry Sector Information | Extensive industry info including i.e. Technology Fields and Industrial Alliances |
| Standard organizational KPIs | Detailed organizational KPIs including current and anticipated cluster growth |
| No Information on Special Thematic Areas | Information on Areas such as internationalisation and digitalisation |
| No Data on Partnerships etc. | Partnerships and Networks are disclosed |

*Please note that both profile types can include all information, the distinction is made based on the 50%-mark

**Every profile** can be "Standard" or "Pro", there is no restriction, still reaching Pro User status comes with several advantages. Not only are you showing professionality and the visitors of your profile are able to see valuable information directly, **being a Pro User is coupled** with the access **to interesting additional functionalities and services** on the European Cluster Collaboration Platform. One of them being the ECCP Trend Universe.
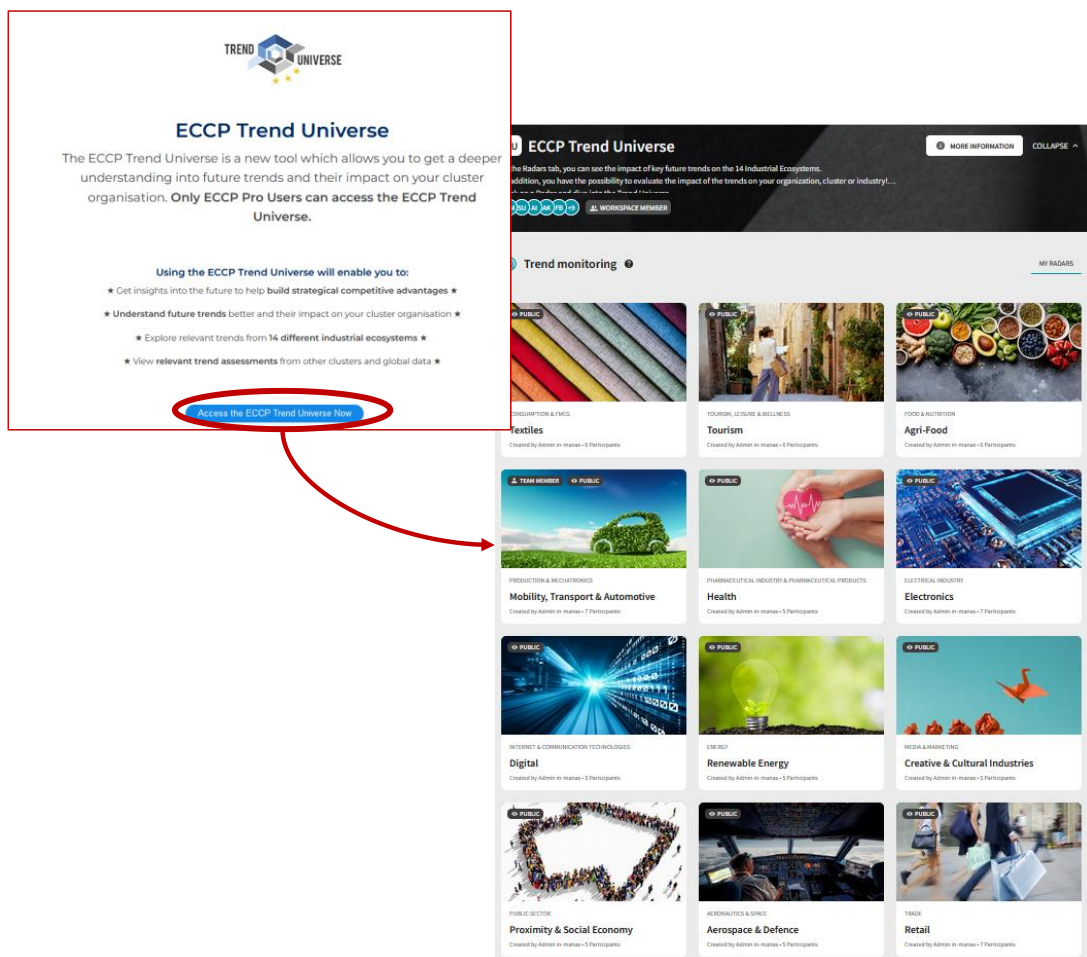
We encourage every organisation registering on the European Cluster Collaboration Platform to spend the time during the registration process to become a Pro User!

# Access the ECCP Trend Universe

To find the ECCP Trend Universe, **Pro Users can navigate from the ECCP landing page** via the knowledge tab to the ECCP Trend Universe page. When being on the ECCP Trend Universe page, the actual Trend Universe can be accessed via the **blue access button** on the ECCP Trend Universe main page (see Figure 4). When clicking on the blue button, a new tab will open directing you to the landing page of the ECCP Trend Universe.

**It is important to note that only Pro Users can access the ECCP Trend Universe**. As a Pro User, you need to be logged in to your user account to be able to access the ECCP Trend Universe.

*Figure 4: Access to the ECCP Trend Universe portal via the blue access button*
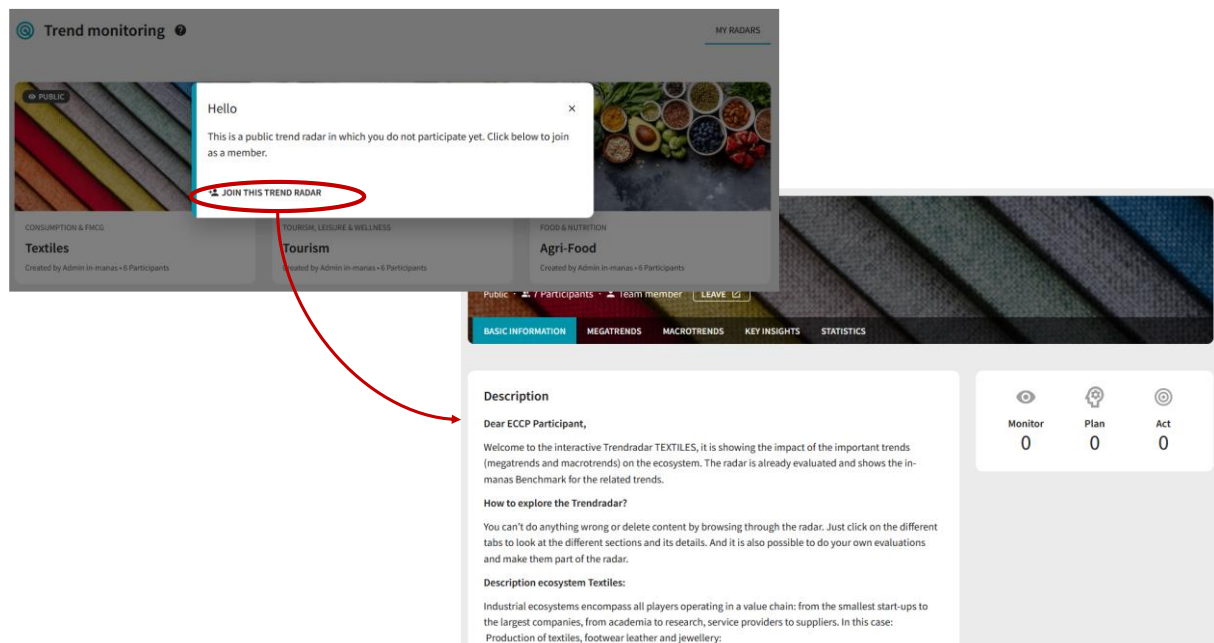


Source: ECCP (2024).

# Navigation within the ECCP Trend Universe

After having accessed the ECCP Trend Universe through the ECCP website, you will be navigated to the **overview page** of the ECCP Trend Universe through a **new tab**.

## Step 1: How to access the trend monitoring for each of the 14 industrial ecosystems

From the landing page of the Trend Universe page, **you can join and open the Trend Radar for each industrial ecosystem** when clicking on the related box. Click on "join this Trend Radar" to access the related Trend Radar page (see Figure 5). When entering the selected industrial ecosystem, basic information on the different tabs is shown to better understand the different tabs.

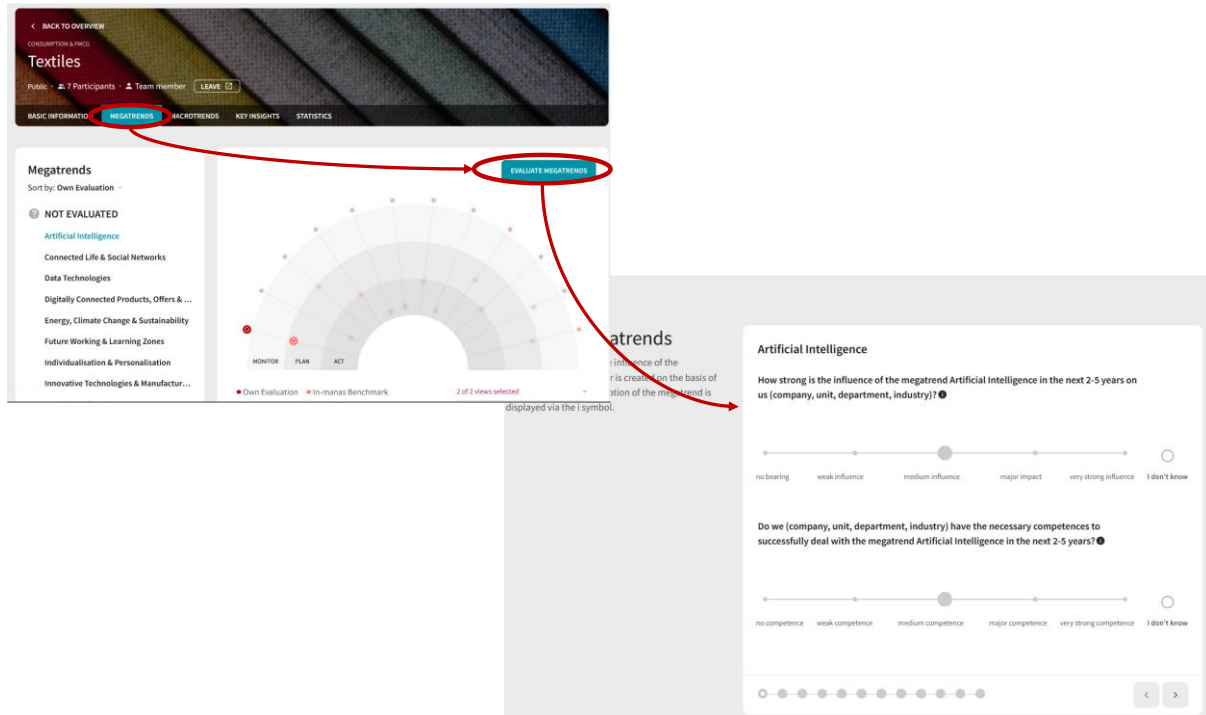*Figure 5: Access to the individual industrial ecosystems*



Source: ECCP (2024).

## Step 2: Evaluation of mega and macro trends

After having selected and opened the Trend Radar for one out of the 14 industrial ecosystems, you can **evaluate the respective mega and macro trends** based on your assessments. To evaluate the trends, click on mega- or macro trends and start your evaluation (see Figure 6).
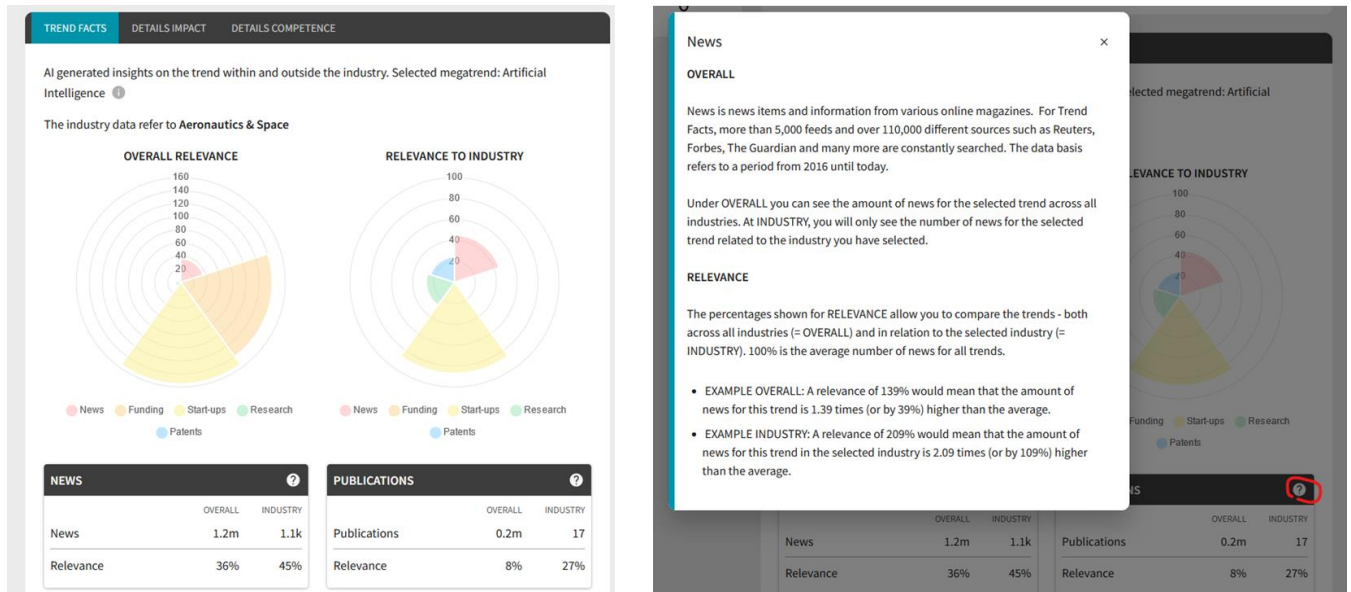
*Figure 6: Evaluation of mega- and macro trends*



Source: ECCP (2024).

Based on your assessments, many member ratings, and specific global data, will form a well-founded picture of **action areas within which you can exploit strategic opportunities for your organisation** and wider members of the ECCP community. Based on all the information, the system automatically provides you with relevant solution approaches that you can then process further.

Each Ecosystem also includes **Trend Facts** for the Mega- and Macrotrends. These cover various indicators such news, publications, funding and patents which allow to further quantify the respective trend. For each indicator, detailed information is provided after clicking on the "?" (see also Figure 7).

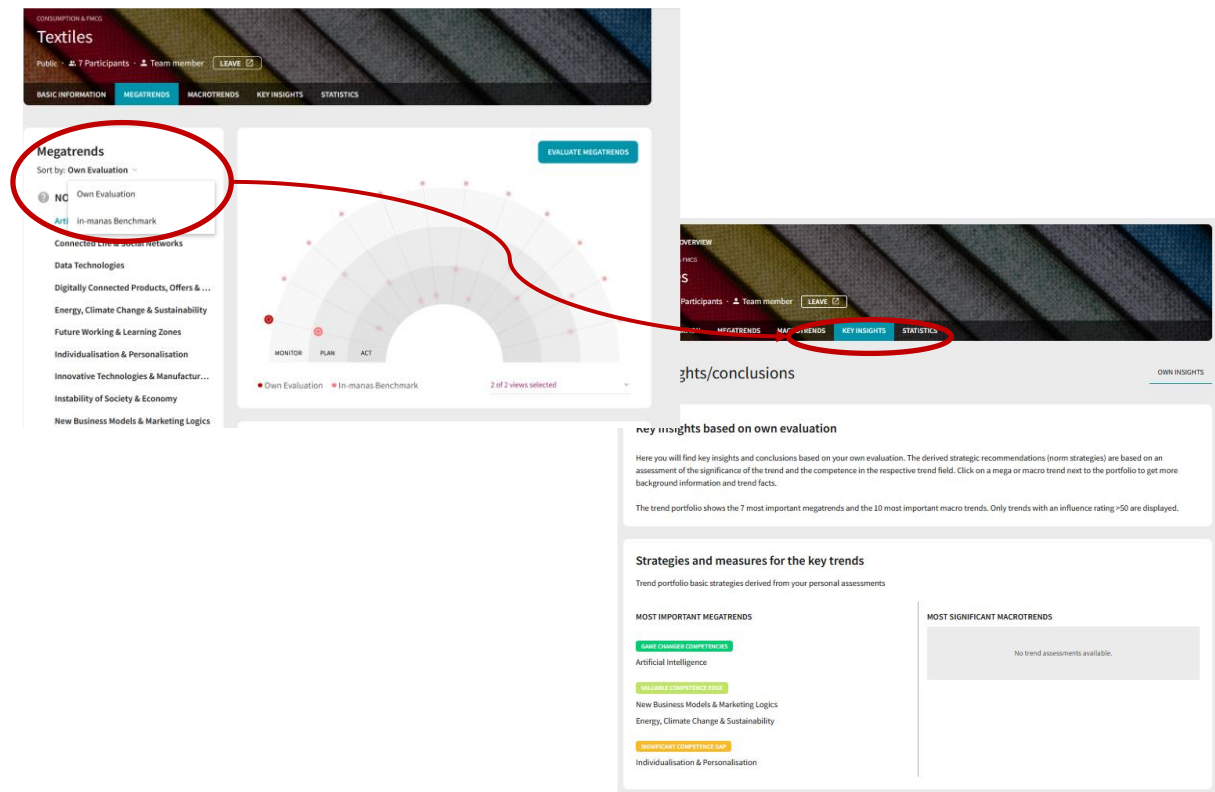*Figure 7: Trend facts and background information*



Source: ECCP (2024).

**Strengthening the European economy through collaboration**

## Step 3: Sorting of evaluation results

After having evaluated the mega- or macro trends, you can **sort the results by your evaluation** and the in-manas benchmark. In addition, you can display the key insights into your evaluation when clicking on "Key Insights" (see Figure 8)

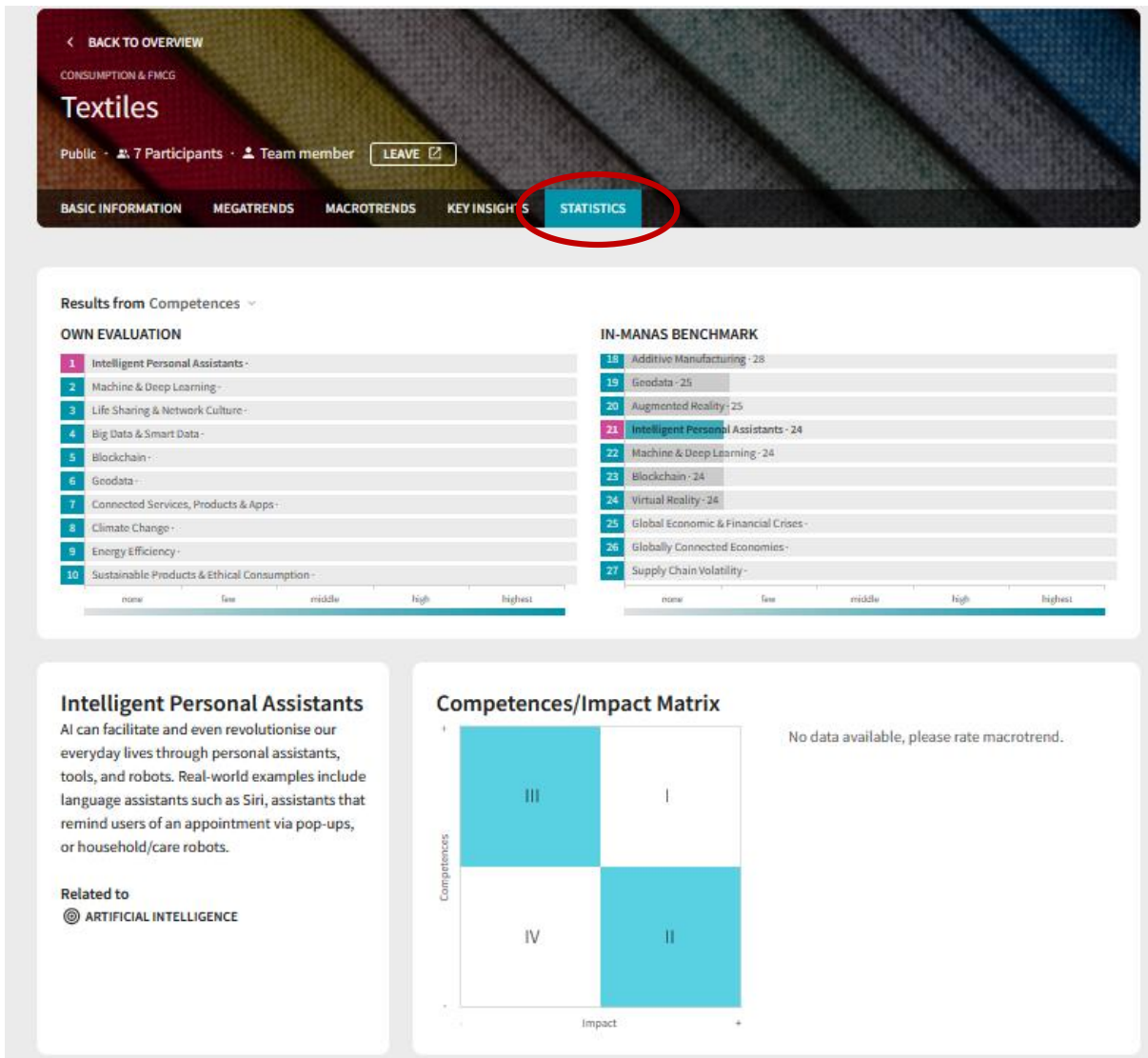*Figure 8: Sorting of rends by evaluation types and key insights*



Source: ECCP (2024).

**Strengthening the European economy through collaboration**

## Step 4: Development concrete approaches for solutions

Based on your evaluations, the Trend Radar can show you **statistical overviews** (Figure 9). Based on your results, your team and/or your members can **develop concrete solutions suggested by the system**.
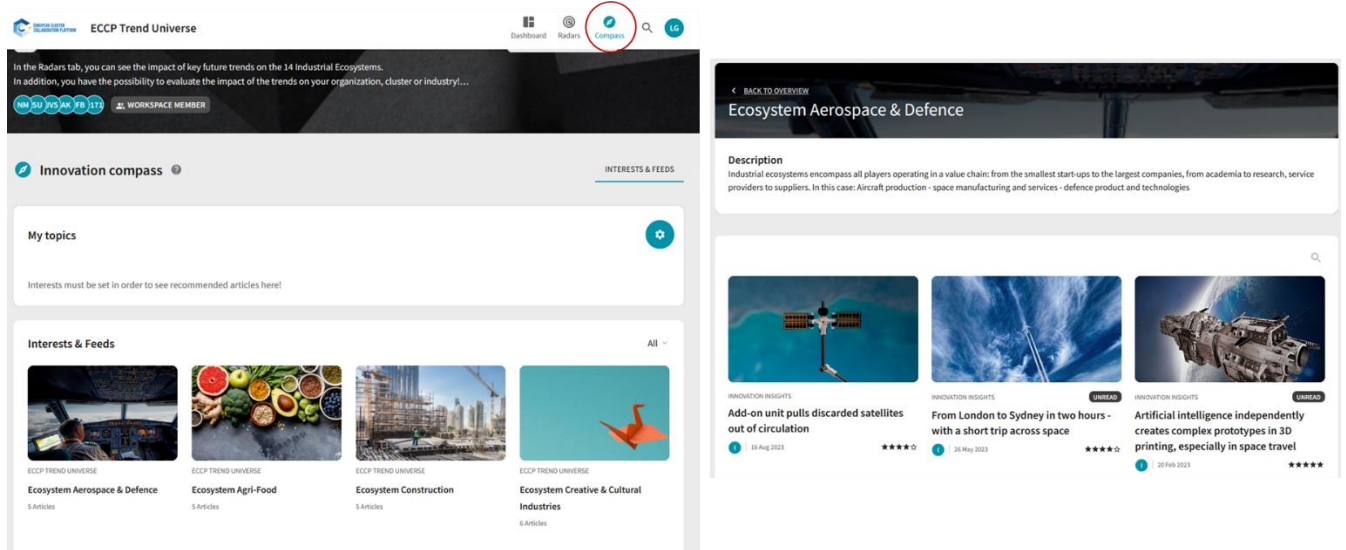
*Figure 9: Statistics on your evaluation results*



Source: ECCP (2024).

## Step 5: Explore Innovation Trends

As a new feature, the Trend Universe also includes Innovation Trends under the tab "Compass" (see below). Here, for each Industrial Ecosystem articles on new innovation are provided. These give you access to a frequently updated database of articles detailing key developments in the innovation sphere. Each article provides detailed information as well as the source of the respective article.
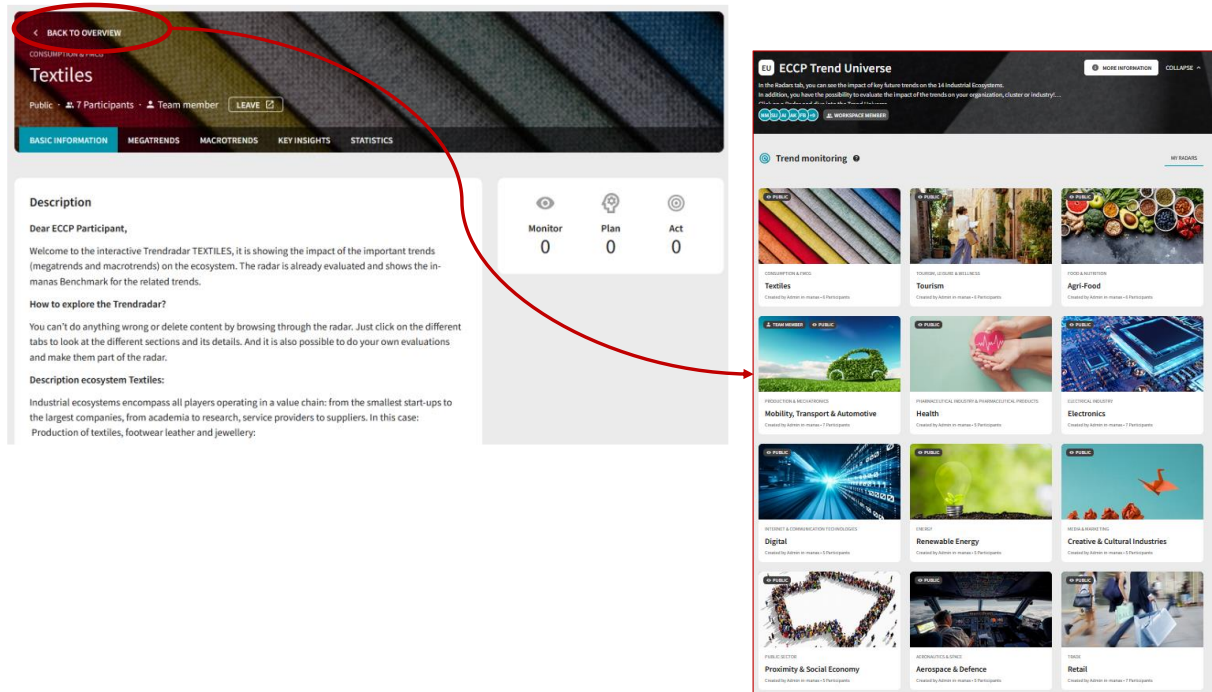
*Figure 10: The Innovation Trends (Compass)*



Source: ECCP (2024).

**Strengthening the European economy through collaboration**

## Step 6: Return to start page and start to discover other industrial ecosystems

You can easily return to the main page by clicking on "Back to overview" (see Figure 11). Your evaluations will be saved for each industrial ecosystem.

*Figure 11: Return to the main page of the ECCP Trend Universe*



Source: ECCP (2024).

# Support service for user of the ECCP Trend Universe

If you have any questions about the ECCP Trend Universe, please contact us via email: eccp-trend-universe@clustercollaboration.eu. Please also check out the information on the ECCP Trend Universe webpage.

Strengthening the European economy through collaboration