

EUROPEAN CLUSTER Collaboration platform

# **ECCP Trend Universe User Manual**



An initiative of the European Union





### 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

Source: ECCP (2024).

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## **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 <u>ECCP Trend Universe page</u>, the actual Trend Universe can be accessed via the **blue access button** on the <u>ECCP Trend Universe main</u> <u>page</u> (see Figure 4). When clicking on the blue button, a new tab will open directing you to the <u>landing</u> <u>page of the ECCP Trend Universe</u>.

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



### 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.







#### 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).





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).







#### OVERALL News is news items and information from various online magazines. For Trend Facts, more than 5,000 feeds and over 110,000 different sources such as Reuters, Forbes, The Guardian and many more are constantly searched. The data basis refers to a period from 2016 until today.

Under OVERALL you can see the amount of news for the selected trend across all industries. At INDUSTRY, you will only see the number of news for the selected trend related to the industry you have selected.

#### RELEVANCE

News

The percentages shown for RELEVANCE allow you to compare the trends - both across all industries (= OVERALL) and in relation to the selected industry (= INDUSTRY). 100% is the average number of news for all trends.

- EXAMPLE OVERALL: A relevance of 139% would mean that the amount of news for this trend is 1.39 times (or by 39%) higher than the average.
- EXAMPLE INDUSTRY: A relevance of 209% would mean that the amount of news for this trend in the selected industry is 2.09 times (or by 109%) higher than the average.

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	OVERALL	INDUSTRY		OVERALL	INDUSTRY
News	1.2m	1.1k	Publications	0.2m	17
Relevance	36%	45%	Relevance	8%	27%

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Start-



#### **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)



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Source: ECCP (2024).



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#### **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

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3 Life Sharing & Network Culture -			20 Augmented Reality-25		
4 Big Data & Smart Data -			21 Intelligent Personal Assistants - 24		
5 Blockchain+			22 Machine & Deep Learning - 24		
6 Geodata+			23 Blockchain-24		
7 Connected Services, Products & Apps -			24 Virtual Reality: 24   25 Global Economic & Financial Crises -   26 Globally Connected Economies -		
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9 Energy Efficiency -					
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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)





### 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





### Support service for user of the ECCP Trend Universe

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