



Conference of the project *Mediterranean eco-industrial development*. Brussels, 7 June 2012.

Co-operation between sustainable industrial areas for Euro-Mediterranean growth

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Clusters and eco-innovation

Member States and regions follow diverse policies

- *Core eco-sectors*
 - **typical cluster approach**
 - **demand pull**
- *Eco-innovation advisory and support services*
 - ⇔ **business sense, regulation**
 - **co-operation across sectors in/outside region**
 - **sector specificities**
- *Response to environment policy goals, regulatory compliance*





Expectations on cluster service

Eco-innovation in non-core sectors, e.g., textile

Weak strategic focus = eco-innovation barrier

Aims of services

- Close knowledge gap
- Accelerate uptake of solutions
- Measure performance along supply chain

Co-operation partners

- external experts
- research organisations
- clusters from other sectors
- investors in eco-innovative solutions





Mediterranean partner countries

Sustainable enterprise development report 2012

Long-term, strategic approach

Priority services for sustainable SMEs

Skills development

Access to finance

Trade associations as multipliers for services

Source: http://ec.europa.eu/enterprise/policies/international/files/2012_survey_on_sustainable_enterprise_final_19_04_2012_en.pdf





Sustainable cluster

SMEs

Cluster organisation

Fostering co-operative culture

Advisory and support services

Mediating innovation collaboration for, with, among SMEs

Internationalisation through co-operation with clusters

Infrastructure?

Model environmental performance

(Cross-)Cluster service: exploitation of symbioses

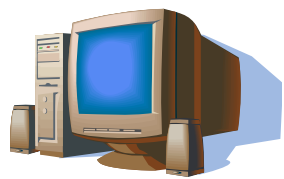
Training facilities state-of-the-art, content business-oriented

Technical service, research infrastructure

measured by the quality of their services to SMEs



Glass Plus: Cross-sector collaboration



Collecting and
treating of TVs

Recycling
the tubes

Markets

Collecting and
treating of TVs

Recycling
the tubes

Preparing
ceramic
paste

Producing
ceramic
tiles



Preparing
ceramic
paste

Producing
ceramic
tiles





Selected service examples

IMAGINE

Cluster approach facilitates SME EMAS certification

EcoCluP

Assessment tool for SME internationalisation potential

INNOWATER

Tool for innovator's user proposition development





Euromed preparatory action

Innovation management

IMP³rove[®] Academy

Cluster excellence

European Cluster Excellence Initiative

<http://www.cluster-excellence.eu/>

Cluster collaboration

Internationalisation of start ups

Egypt, Lebanon, Morocco, Tunisia





European Union assistance

Preparatory, experimental, exploratory

- *Competitive projects*
 - **H2020**
 - E.g., Industrial leadership: theme *Innovation in SMEs*
 - **Successor to LIFE+**

Structural, rather than one-off subsidies

- *Inscribe cluster services in countries' operational programmes*
 - **Services for SMEs in clusters**
 - ERDF, IPA, ENI
 - **Co-operation services between clusters**
 - ERDF territorial cooperation, IPA, ENPI CBC

Link to operational co-operation facilitator





Resources

European Cluster Collaboration Platform

- <http://www.clustercollaboration.eu/>

European Cluster Observatory – Library

<http://www.clusterobservatory.eu/>

