



January 26, 2021



Co-funded  
by the COSME programme  
of the European Union



# RECIPE MOBILITY

Presentation of the project  
Michael Strobel, E-Mobility Cluster Regensburg

# A European project

*Regrouping European Clusters in a Partnership of Excellence for Mobility*

- ❖ Partnership between 5 European mobility clusters... one of the 13 sectoral partnerships you will have access via the Clusterxchange!
- ❖ 2-year project, funded by the COSME program of the European Commission until February 2022
- ❖ Main objectives:
  - ❖ Strengthen excellence in cluster management, in order to develop value-added services for our members
  - ❖ Facilitate strategic connections between our clusters and our specialized ecosystems across Europe
- ❖ Theme: Mobility





**mov'eo**  
Imagine mobility



**MOBINOV :: Automotive Cluster**  
PORTUGAL



# Our activities

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Cluster management skill development to boost excellence in delivering SME support



Twinning, networking, and joint collaboration activities to support SMEs



Cluster strategy setting at individual and European partnership levels



Implementation of the new pilot ClusterXchange programme

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# Our targets

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Cluster's  
Managers



Clusters' SMEs



Clusters' scaling-  
up support  
organisations



Clusters'  
regionals  
authorities and  
public local  
players

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# Our services

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- ❖ Missions to discover our ecosystems (Netherlands, France, Germany,...)
  - ❖ Matchmaking between ecosystems (SMEs, large groups, research centers, accelerators,...)
  - ❖ ClusterXchange exchange program (which is the subject of this presentation)
  - ❖ Sharing of good practices between clusters (see our [publications](#))
  
  - ❖ Stay informed about our opportunities:
    - ❖ <https://recipe4mobility.eu/news-and-events/>
    - ❖  @R4M\_Project
-

<https://recipe4mobility.eu/>

RECIPE  MOBILITY

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# RECIPE MOBILITY

Discover the Clusterxchange program

Michael Strobel, E-Mobility Cluster Regensburg



# The ClusterXchange, a unique opportunity for your internationalization!

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- Networking platform between SMEs, clusters, and other "scaling-up support organizations" from all over Europe and all industrial sectors
- Tailor-made matching and adapted to your strategic objectives
- Physical or virtual exchanges from 3 days to 1 month as a host or visitor
- Visitor: travel and accommodation expenses co-financed by the EU
- Develop your network and meet new partners
- Discover other industrial ecosystems and market opportunities
- Exchange best practices and build skills
- Build the foundation for technological and commercial partnerships

\* SME:

- EU definition: <250 employees, turnover <50M€ or Total annual balance sheet <43M€
- Member of a cluster

\*scaling-up support organizations: tech centers, research institutes, digital innovation hubs, fab labs, creative hubs, resource-efficiency service providers, incubators, accelerators that are cluster members

# Win-win exchanges, as host or visitor!

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## Visitors...

- Create new business opportunities and get involved in new innovative projects
- Find innovative solutions for your organization, your products and your services
- Expand your network and new cross-border partnerships
- Acquire knowledge on foreign markets and be guided in your development
- Familiarize yourself with the operation and techniques used by your host organization
- Strengthen your skills in your business sector, and in sectors previously unexplored by your organization
- Get financial assistance for your exchange
- Participate in the ClusterXchange alumni network

## Hosts...

- Receive foreign organizations that will open up new commercial and technological opportunities
- Expand your network and increase the visibility of your organisation, services and products to relevant stakeholders across Europe
- Develop your skills and share your knowledge and experience in areas that meet your strategic objectives
- Acquire knowledge on foreign markets and be a leader in your development
- Participate in the Clusterxchange alumni network

# Define together a rich agenda for your exchange

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- Joint market research and development of new business opportunities;
- Project development, innovation and R&D;
- A fresh look at existing business activities;
- Understanding SME financing in the host country;
- Cluster or company branding, sales and marketing;
- Work on concrete projects in one or more of the areas mentioned above;
- Observation at the workplace;
- Individual or group training activities (e.g. a host organization could take advantage of ClusterXchange to simultaneously invite several visiting organizations for a group training session with a professional trainer or expert. This will allow cost sharing and to strengthen networking between participants)
- And so many other opportunities to define with your counterpart!

# A gateway to all sectors, all across Europe!



List of partnerships [at this link](#)

Partnership	Sector	Country
BLUES: Blue and Eco industries cluster exchange for industrial modernisation	Water, KETs, ecology	ALL, ESP, PL, FR, RTC
BRILLIANT: Boosting excellence in the EU lighting value chain	Smart lighting, IoT, Furniture, Construction	IT, ESP, HUN, FR
CEA4BIG: Cluster Excellence for Business, Innovation and Growth in the health sector	Health, advanced therapies for personalised medicine	ALL, BEL, PL, FR
CELIS: Cluster excellence in Life Sciences – internationalisation of SMEs	Emerging technologies, biotechnology, medtech, nanotech, biomarkers, market, personalised medicine	ALL, BEL, DK, EE
CLAMTEX: Cluster management towards excellence in Advanced Manufacturing and Textile Industry	Advanced manufacturing, textile	ESP, POR, FR

# A gateway to all sectors, all across Europe!



List of partnerships [at this link](#)

Partnership	Sector	Country
EXTRATEX: European TEXTile-TRANsport-Sustainability paradigm for industrial clusters EXcellence in cross-sector innovation	Textile, Transport	IT, ESP, RTC, SK, ALL
EXXTRA: EXcellence EXchange and Teaming-up between RAILway clusters and ecosystems	Railway	ALL, IT, DK, ESP, TUR
SAFE SMART FOOD: Packaging, foodservice, smart food, food tech, sustainability, smart mobility, digitalisation	Smart lighting, IoT, Furniture, Construction	ESP, AUT, LIT, LET
SMART4NZEB: Strengthening clusters Management Activities and Running Trans-national for implementation of nearly Zero Energy Buildings	Zero Energy Buildings (nZEB), construction, energy efficiency and renewable energy	ROU, SLO, PL, SER

# A gateway to all sectors, all across Europe!



List of partnerships [at this link](#)

Partnership	Sector	Country
SmartCTClusters: Smart CiTies through smart Clustering striving for Excellence	Smart City, Environment, ICT, Energy, Mobility	ESP, IT, BUL, ALL
SMARTENERGY: Grow faster with energy clusters towards energy transition	Energy, Digital technologies	HON, BEL, IT, FR
SmartSports4GoodLife: Smart and sustainable Sports Products and Services for the promotion of Healthy Lifestyles	Sport, Digitalisation, Low Carbon Solutions, Sustainability, Tourism, Energy Efficiency	ESP, P-B, BEL, HON, FR
RECIPE4Mobility: Regrouping European Clusters in a Partnership of Excellence for Mobility	Mobility, safe and sustainable urban mobility	ALL, POR, HON, P-B, FR

# Benefit from a lump-sum assistance for your travel and accommodation!

Flat-rate aid granted to the visitor (Divided by 2 if exchanges <5 days OR distance <200km)			
Ireland: 1000€	Croatia: 720€	Romania: 560€	Luxembourg: 830€
Italy: 900€	Bulgaria: 560€	Spain: 830€	Finland: 950€
Netherlands: 830€	Denmark: 1100€	Sweden: 950€	Slovakia: 610€
Poland: 610€	Germany: 830€	Turkey: 750€	Visitor with a disability: 1100€
Portugal: 680€	Hungary: 670€	United Kingdom: 1000€	RUP and Overseas: 1100€

List of countries and related aids pages 33 & 34 [of this document](#)

# Registration to the platform: free, simple and non-binding!



Register for free on the [ECCP portal](#), and gain access to the [Clusterxchange platform](#). You will then create your exchange profile, with this information:

- Visitor or Host. (Only one physical exchange as a visitor per organization; no limit of exchanges as a host)
- Organization: name, legal form, sector, pole of affiliation, address and website, description of the activity
- Exchange participant (preferably a manager): name, position, languages spoken, e-mail and telephone, CV (free format/language)
- Preferences: range of availability, duration of the exchange, type of organization targeted (cluster, SME, gas pedal...), countries and sector targeted, languages spoken, type of exchange (exploring new markets, learning....)
- Motivations: Why do you want to participate? What can you bring to this exchange?
- Reference partnership: as a mobility company, please inform RECIPE4Mobility, the partnership coordinated by Mov'eo

⚠ Exchanges focused on business development and innovation, and skills development. Internships and HR prospecting are not exchanges.

⚠ A host can accommodate several visiting organizations at the same time. A visitor can go at the same time with other visiting organizations to the host. Contact Mov'eo to discuss this possibility.



# A made-to-measure match... and free!

## Search Matches for Visiting Organisation Industrial SME

Below is the list of profiles that can be matched with for the profile above.

Sector: 
 Country: 
 Languages: 
 Organisation type: 
 Length of stay:

### Available matches

Organisation	Organisation Type	Country	Sector	Partnership	Spoken Languages	Match Score	Actions
DITECFER Distric...	Cluster Organisati...	Italy	Manufacture of other trans...	EXXTRA	English, French, ...	52.5	<a href="#">View</a>
MAFEX	Cluster Organisati...	Spain	Land transport and transp...	EXXTRA	English, Spanish	67.5	<a href="#">View</a>
ANATOLIAN RAIL...	Cluster Organisati...	Turkey	Manufacture of motor vehi...	EXXTRA	English, Turkish	85	<a href="#">View</a>
E-Mobility Cluster...	Cluster Organisati...	Germany	Scientific research and de...	RECIPE+Mobility	English, German	67.5	<a href="#">View</a>
BalticNet-Plasma...	Cluster Organisati...	Germany	Activities of membership o...	BLUES	English, German	85	<a href="#">View</a>
CLEVER	Cluster Organisati...	Italy	Scientific research and de...	SMARTENERGY	English, Italian	52.5	<a href="#">View</a>

The "Match Score" qualifies each profile by color - GREEN, ORANGE and RED. Profiles in RED have a score lower than 60. Those in ORANGE have scores between 60 and 80. Those in GREEN have a score between 80 and 100. The higher the score, the more the platform considers relevant discussions.

# A made-to-measure match... and free!

## Search Matches for Visiting Organisation Digital solutions and services

Below is the list of profiles that can be matched with for the profile above.

Name	Sector	Country	Languages	Organisation type	Length of stay
<input type="text"/>	Select... ▾	Select... ▾	Select... ▾	Select... ▾	Select... ▾

### Available matches

Organisation	Organisation Type	Country	Sector	Partnership	Spoken Languages	Match Score	Actions
DITECFER Detric...	Cluster Organisati...	Italy	Manufacture of other trans...	EXXTRA	English, French, ...	52.5	<a href="#">View</a>
MAFEX	Cluster Organisati...	Spain	Land transport and transp...	EXXTRA	English, Spanish	77.5	<a href="#">View</a>
ANATOLIAN RAIL...	Cluster Organisati...	Turkey	Manufacture of motor vehi...	EXXTRA	English, Turkish	77.5	<a href="#">View</a>
E-Mobility Cluster...	Cluster Organisati...	Germany	Scientific research and de...	RECIPE4Mobility	English, German	87.5	<a href="#">View</a>
BaticNet-Plasma...	Cluster Organisati...	Germany	Activities of membership o...	BLUES	English, German	85	<a href="#">View</a>
CLEVER	Cluster Organisati...	Italy	Scientific research and de...	SMARTENERGY	English, Italian	52.5	<a href="#">View</a>

# Initiate contacts, and let's plan an exchange together!

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- Initiate contacts on the platform with organizations that meet your strategic objectives
  - Define together the exchange program: dates, objectives, activities carried out during the exchange, and expected results
  - A quality commitment will be signed by the parties on the respect of the defined agenda, and the submission of a short report within 10 days following the exchange
  - Benefit from the permanent support of the RECIPE4Mobility team, your reference partnership. We are committed to:
    - Offer you matches that we think are relevant
    - Assist you in the construction of the exchange
    - Provide you with all the necessary information about the host country
    - Monitor the smooth running of the exchange and resolve possible conflicts
  - Lump-sum aid received after transmission (and not evaluation) of the short report, presentation of invoices/flight tickets, and validation of the exchange by the reference partnerships
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# Register now... despite travel restrictions!

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- A unique opportunity to **start international discussions despite the current situation**
    - Free, simple and non-binding platform
    - Take the time to identify the organizations that correspond to your needs and plan the exchange
  - **Virtual exchanges possible until April 2021**
    - Identical opportunities and registration process
    - Minimum duration of 3 days, which can be divided into 6 online half-days spread over 3 weeks
    - A virtual exchange does not prevent you from making a physical exchange afterwards, and from receiving financial assistance
    - No financial support for the virtual exchange
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# Let's go!

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- Register on the ECCP platform:  
<https://www.clustercollaboration.eu/user/register>
- Access the Clusterxchange platform, and create a profile:  
<https://clusterxchange.clustercollaboration.eu/>
- We will inform you of its validation, and you will be able to search for organizations via "My profiles" then "Find Matches"!
- Exchange, and plan one or more exchanges!

