Creativity

Technology

Design

Innovation

Next Technology Tecnotessile
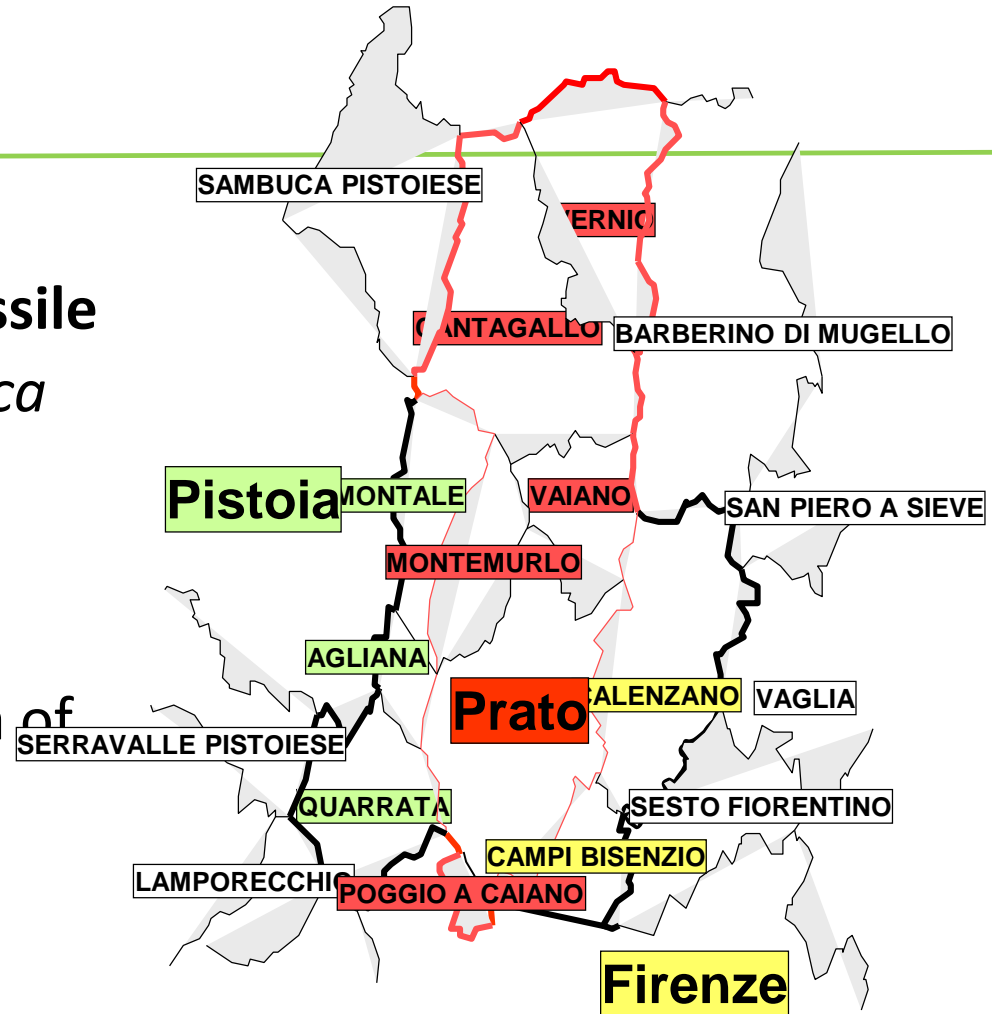
Main facts

o *Legal name*:

Next Technology Tecnotessile

Società Nazionale di Ricerca r.l.

o *Location*:

Prato (Italy) – The most representative textile area of Italy

o *Year of establishment*: 1972

Our Mission

Providing industry with R&D based technological services, for the improvement of competitiveness and technological innovation

Technological transfer and application of new technologies

Prato main data

Year 2014	Number of Enterprises	Number of Workers
Textile sector (including)	2,815	19,858
Knitwear and Apparel	4,379	
Total	**7,194**	**34,746**

Main facts

o Shareholders:

40% Ministry of University and Research (through Intesa San Paolo), **60%** textile and machinery-textile industries based in Prato and in other parts of Italy;

The ministry has only a function of control and monitoring.

Strategies are decided by **the private partner**

o President:

Massimo BIANCALANI

o Director:

Solitario NESTI

Major activities

o **Consultancy services** on textile technologies, from raw materials to final products

o **Modification of materials**, surface functionalisation, development of novel chemical processes

o R&D on treatment and reuse of **industrial wastewaters**

o **Design** of mechanical devices and machinery development

o **Life Cycle Assessment** (LCA) and recycled materials

o R&D on process automation and control systems

o **Laboratory tests** on fibres, yarns and fabrics

Major activities

o **Training** for technicians and researchers of the textile industry

o **Applied research** and technological transfer projects

o **International** projects

o Technical, financial and administrative **support to firms** applying for public funds for R&D activities

Constant needs analysis

New joint R&D projects generation

Daily cooperation with enterprises
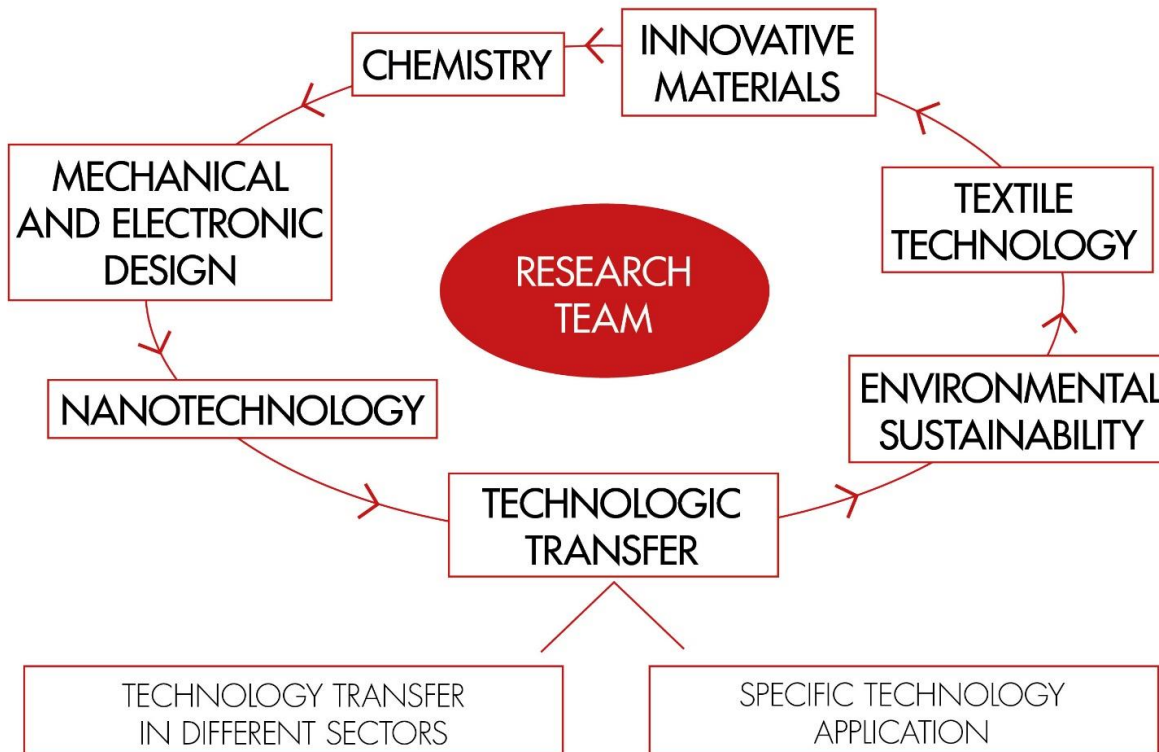
We are able to set up pre-industrial prototypes

Co-funded
by the COSME programme
of the European Union

OTIR 2020
TUSCANY
FASHION
CLUSTER

Textile clustering and innovation

Innovation Pole for the Fashion Value-Chain In Tuscany

REGIONE TOSCANA

POLO
DI INNOVAZIONE
REGIONALE
PER LA FILIERA
MODA

REGIONAL AREAS AND INDUSTRIAL SECTORS INVOLVED ("FASHION WORLD")

Prato: textile and fashion

Firenze: clothing, fashion accessories, leather goods

Santa Croce sull'Arno: leather and tanning
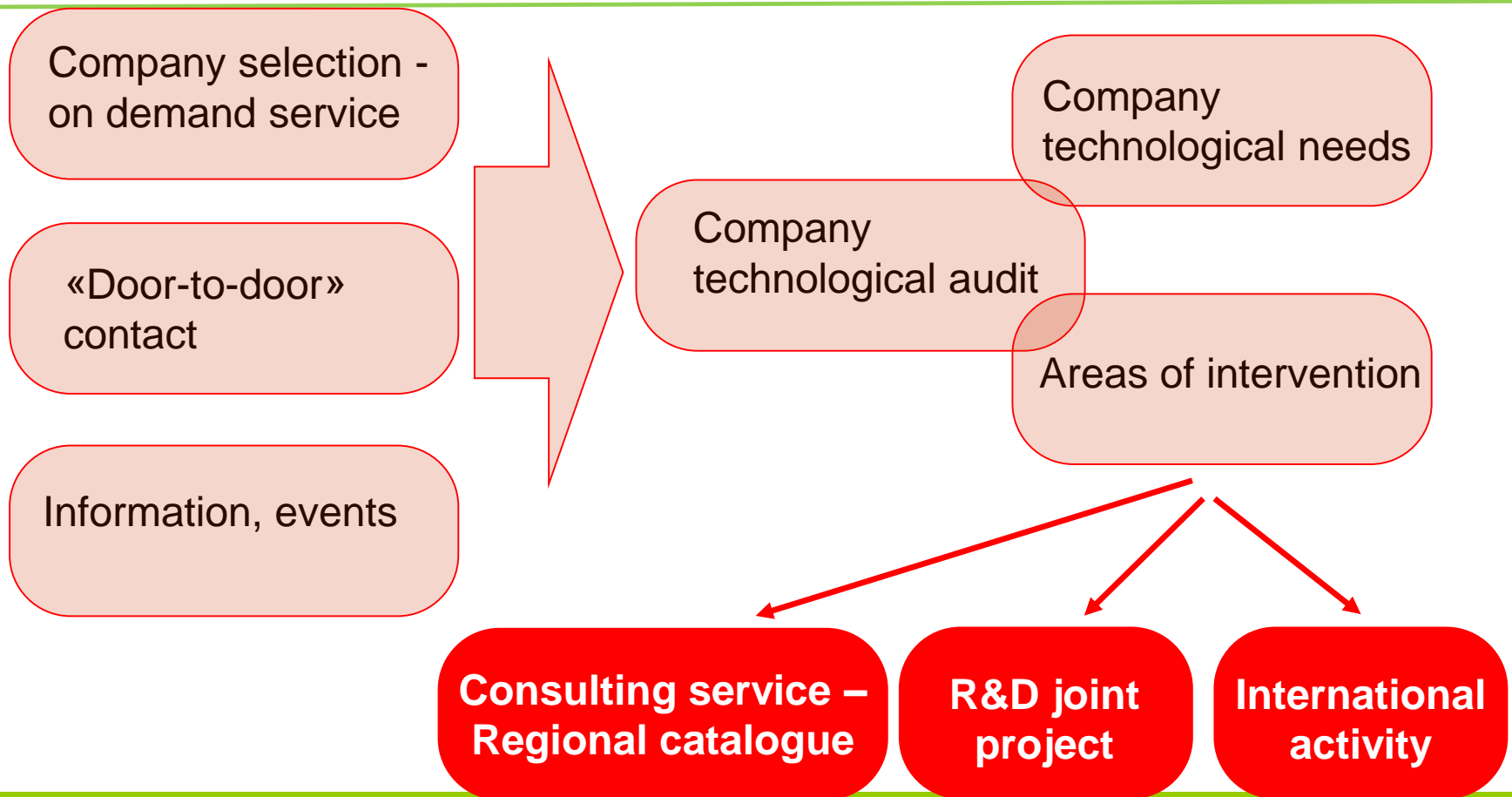
Lucca e **Valdinievole**: footwear

Arezzo: goldsmith, textile/clothing

Other sectors involved: furnishings

480 Tuscan companies are now associated to OTIR2020

THE PROCESS: HOW DOES IT WORK?

Company selection - on demand service

«Door-to-door» contact

Information, events

Company technological audit

Company technological needs

Areas of intervention

Consulting service – Regional catalogue

R&D joint project

International activity

Project overview
Enrico Venturini
Ankara – November 28, 2017

The project in pills

Empowering CLUSters' management and services in TExtile and Machinery sectors

- Duration: Jan 2016 – Dec 2017

- Call: COS-CLUSTER-2014-3-04-02-1

- Budget: 262,529€

- Grant: 95% (249,401€)

- Objective: To boost Clusters competencies in management and services provided to associated SMEs, enabling them to increase international networking and reach excellence and Cross Border Cooperation,

Expected outcomes

1. Establishment of a strategic collaboration within textile and machinery sectors, for the introduction of technological innovation and technology transfer;

2. Transfer of knowledge and experiences developed in other clusters to support SMEs competitiveness; introducing new creative-based ideas for the realisation of new marketable, innovative products;

3. Achievement of new management solutions by connecting different textile and machinery based clusters;

4. Boosting the provision of high quality services to SMEs, integrating creativity into their business, facilitating internationalization of SMEs, better exploiting and diffusing Key Enabling Technologies, assisting SMEs in further addressing resource efficiency issues within their clusters;

5. Relevant improvement of the management and the organisation of the four clusters, by achieving at least the first level of ESCA label.

The consortium

Coordinator –
Partner nr. 1

Partner nr. 2

Partner nr. 3

Partner nr. 4

Affiliated companies

80

480

470

130

After the end benefits

Cross-national cooperation

Joint initiatives expected:

- Events
- Training
- Internationalisation tasks.
- Joint R&D projects (most desired outputs of CLUSTEM)

Work methodology

The instruments of the **ECEI - European Cluster Excellence** Initiative:

- European Secretariat for Cluster Analysis (ESCA), which provides the highest quality of labelling in Europe for clusters organisations

  www.cluster-analysis.org

- European Foundation for Cluster Excellence, organizing different kinds of cluster excellence management training programmes

  www.clusterexcellence.org

- European Cluster Group (ECG), managing structure of the European Cluster Collaboration Platform, which has the aim of putting in contact the affiliated entities in order to create synergies.

  www.clustercollaboration.eu

Target groups

Clustered SMEs

- 2,000 SMEs impacted
- 4 European regions
- Local stakeholders and administrations involved

Managing staff of clusters

- Directive and operative profiles
- 8 Facilitators trained

Summary of the call

Call identifier

- Cluster Excellence Programme
- COS-CLUSTER-2014-3-04-02-1
- Opening Date   13-05-2015
- Deadline Date   16-06-2015
- Publication date   13-05-2015

To strengthen cluster management excellence in the EU

To develop more world-class clusters in the EU

WP1 - Preliminary analysis and Benchmarking for excellency

Overview

EU Commission launched in 2009, under the Competitiveness and Innovation Programme, the European Cluster Excellence Initiative (ECEI), involving 13 partners from nine European countries

ESCA - The European Secretariat for Cluster Analysis was established by one of the partners, **VDI/VDE Innovation + Technik GmbH**, to offer practical advice to cluster management organizations

Today, ESCA is a network of cluster experts from 27 countries.

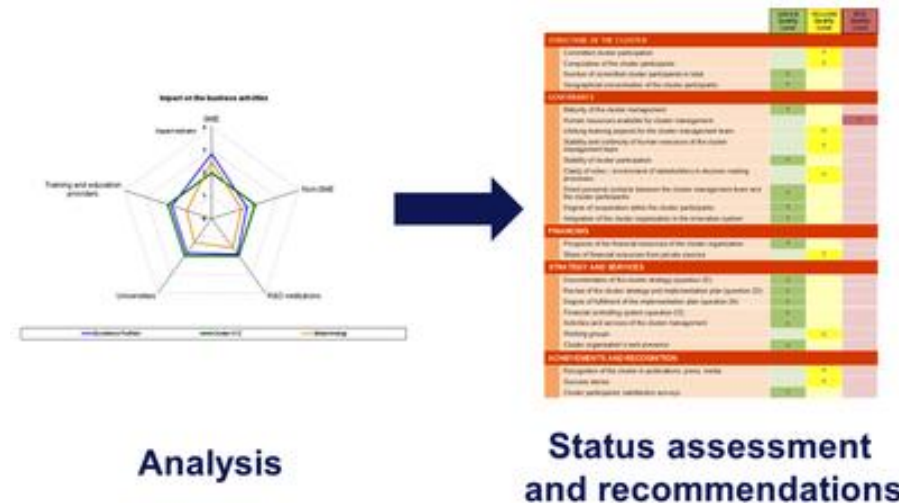http://www.cluster-analysis.org/esca-experts

ESCA services

- ESCA promotes cluster management excellence through **benchmarking** and **quality labelling** of clusters and cluster management organizations. ESCA has been mandated by the European Cluster Excellence Initiative (ECEI) to organise the assessment process.

- ESCA supports cluster policy makers and programme owners with **advice on cluster programme development**.

Benchmarking is a comparative analysis of structures, processes, products and services.

It compares an entity to peers in the same field of activity and/or to best practices from entities in other areas.

The objective of benchmarking is <u>to learn from better performing peers</u> or other entities in order to improve own structures, processes, products and services.

Analysis

Status assessment and recommendations

Benchmarking interview

Benchmarking report

36 indicators are analyzed

Comparative portfolio of more than 700 clusters

The Silver Label is a **quality label** in its own right. For clusters on the path towards cluster management excellence.

The Silver Label confirms the <u>successful implementation of improvement processes </u>that were initiated following a Bronze label benchmarking.

1*. Cluster organisations subject themselves to a second Bronze Label benchmarking after 1.5 to 2 years*

2*. Indicate three areas with regard to the quality indicators of the ECEI in which they have improved.*

3. *The audit: on-site visit by an auditor to validate the indicated areas of improvement.*

The Gold label is a **quality label** based on very high standards of cluster management practice.

For cluster organisations that demonstrate highly sophisticated cluster management and that are committed to further improve their organisational structures and routines.

In the course of a two-day through assessment of 31 indicators.

How to further improve

WP2

Organisation of training programmes for cluster excellency

WP2: What's Involved

- Training for cluster excellency

- Implementing good management practices

- Delivery of high quality services to members in advanced technologies, productivity, resource efficiency, creativity and innovation.

WP2: ECEI

- The training will be provided according to the training programmes of ECEI practices.
- These training modules encompass the actions able to improve performances.
- These were identified in the individual benchmarking results and recommendation reports.

esca
European Secretariat
for Cluster Analysis

Benchmarking: Bronze Label of the European Cluster Excellence Initiative (ECEI)

Quality audit: Silver Label of the European Cluster Excellence Initiative (ECEI)

Quality audit: Gold Label of the European Cluster Excellence Initiative (ECEI)

  Processes of application, assessment and award

  Cluster Excellence Expert Group

  Technical Advisory Board

You are here: Home / Quality audit: Gold Label of the European Cluster Excellence Initiative (ECEI)

Quality audit: Gold Label of the European Cluster Excellence Initiative (ECEI)

GOLD

Cluster Management Excellence

PROVEN FOR CLUSTER EXCELLENCE

The "Cluster Management Excellence Label GOLD - Proven for Cluster E Excellence Initiative acknowledges cluster organisations that demonstra management and that are committed to further improve their organisatio benefit of an even higher performance.

In order to qualify for the "Cluster Management Excellence Label GOLD" clust certain "levels of excellence" in terms of structure of the cluster, governance, f recognition. In the course of a two-day thorough assessment conducted by tw indicators are assessed. The assessment scheme was developed by the Euro

Core Programme D2.2 (Month 14)

	Knowledge Area	Concepts/Techniques
Module 1	Cluster Economics	Location theory, industrial districts, clusters, innovation systems.
Module 2	Cluster Initiative Screening	Statistical cluster mapping, cluster initiative selection, (industry analysis and segmentation, value chain and system.
Module 3	Industry Analysis and Segmentation	Industry analysis (5 forces, strategic segmentation).
Module 4	Value Chain Analysis	Value chain, local value system, global value system.
Module 5	Benchmarking & Internationalisation of SMEs	Advanced buyer purchase criteria, key success factors, value chain activity benchmarking.

CLUSTEM

EUROPEAN FOUNDATION for CLUSTER EXCELLENCE

Week 1	Week 2	Week 3	Week 4	Week 5
Part 1 (first week in class training)	Return to own regions			Part 2 (second week in class training)

April 25, 2017

Empowering clusters management in textile and machinery sectors

Last February the CLUSTEM consortium members started their training in Cluster Excellence Management with EFCE. As suggested by the acronym, CLUSTEM aims at empowering CLUSters management and services in TExtile and Machinery sectors. The consortium's philosophy relies on two observations:

- Clusters are vital for the support of the international competitiveness of European SMEs.
- Through collaboration, and the sharing of added-value, clusters are an efficient tool for the economic development of regions.

Two months later, after going through the rollercoaster ride of a demanding program combining case-study based classes and practical exercises in strategy formulation, the managers of the 4 clusters - hailing from Italy, Spain, Turkey and the UK - were successfully awarded in Cluster Excellence Management.

WP2: Case Study Report D2.3

- Produce case study report for ONE pre-selected cluster of the consortium (after the training).

- Recommendation report by the European Foundation for Cluster Excellence

WP3- Planning and realising study visits to at least 3 gold label or excellence clusters

WP 3 - Exchanging know how and best practices through study visits to Gold Label Clusters

Goals of the WP are:

- Awareness raising on the organisation and the **services** provided by **gold label clusters**.

- I**nternal procedures of excellence** clusters.

- Inquiry on experience in these fields: **technology, resource efficiency, KETs and creativity**.

- Definition of a **general framework** in excellence clusters **to design and deploy new services to SMEs**.

- Definition of a **transfer plan** including methodologies, hints and ideas for new services for SMEs

Pôle Véhicule du Futur®
Solutions pour véhicules & mobilités du futur

techtera — Pôle de compétitivité des textiles et matériaux souples en Rhône-Alpes

Technical textiles

119 members

Transportation and mobility

375 members

France - Alsace and Franche-Comté regions
www.vehuculedufutur.com

France- Auvergne – Rhône- Alpes Region
www.techtera.org

Study visits to at least 3 gold label or excellence clusters
STUDY VISIT 2

July 2017

Lifestyle & Design Cluster.

Members:
120 Companies
18 Scientific institutions

Textile Manufacturing

Creative industries

Denmark- Midtjylland Region
www.ldcluster.com

HAMBURG AVIATION

Aviation and space

300 members

Germany - Metropolitan Hamburg Region
www.hamburg-aviation.de

location of the Hamburg Metropolitan Region in Germany

WP 4 - Design of top quality services for SMEs of the clusters

WP 4 - Design of top quality services for SMEs of the clusters

General Objective:

New services or substantial improvements to existing ones will be defined, to elevate the quality of the organisation and the level of competitiveness of SMEs, by increasing internal technological level, resource management, creativity and design and investigation of new foreign markets

Specific Objectives:

- To define new top quality services for SMEs of the clusters;
- To design and implement at least one pilot action for one of the top quality services identified.

WP 4 – Definition of new services

1	Intelligence service for the automated monitoring the novel technologies and the state of the art of textile (or machinery) sector and provision of most relevant information to SMEs
2	Cross-sector business opportunities and matchmaking events – Visits to world class leaders in other sectors
3	International commercial intelligence (training and consultancy programme to better perform market intelligence and scout business opportunities)
4	Companies meeting the students – School engagement programme for a better introduction of students at the end of the school into the companies
5	Porter analysis and Functional analysis – A methodology to define a new strategy for your company business
6	Training courses on circular design for the definition of sustainable products
7	Project information service – Involving SMEs in joint project proposals by regularly informing them about potential project proposals they can be interested to join
8	Community Business Development manager – Having in the organisation a permanent resource dedicated to the relations with the SMEs of the cluster and the provision of dedicated services
9	Scouting and permanent monitoring of Tender pages – Offers and demands related to the sector coming from public authorities
10	Training to better deal in export and international business relations (IP, patents, branding etc)

WP 4 – Assessment of the pilot service

Technical qualitative and quantitative indicators – First ideas

o	Number of SMEs contacted

o	Delivery times

o	Means of dissemination

o	Features of the services

o	Benefits for SMEs

o	Number of SMEs adopting the service

o	Satisfaction survey (*see Task 5.3 - SMEs satisfaction assessment*)

o	……………………

WP 5 - Dissemination

INTERNAL DP

TOP QUALITY SERVICES

- targeted e-mail campaign
- local presentation
- matchmaking events
- door-to-door meetings
- articles on local media
- telephone campaign.
- Bespoke approach (meeting, e-mails or telephone calls) to SME managers.

SMEs satisfaction assessment

Evaluation of the impact of the actions of the project, in particular of WP4 (New services portfolios).

Questionnaire about:

- Service effectiveness
- Service implementation potential
- Service coherence with the company business
- Personal feeling about the service
- Satisfaction about the project aims

Dissemination Tools

Project logo

www.clustem.eu

Project web site

Phone. +39-0574-634040 mail: services@tecnotex.it

Empowering CLUSters management and services in TExtile and Machinery sectors

The Project | Partners | CLUSTEM methodology | News & Events | Newsletters | Contact

The Clustem Methodology

Empowering CLUSters management and services in TExtile and Machinery sectors

Objectives of the project

The project focus on boosting Clusters competencies in management and services provided to associated SMEs, enabling them to increase international networking and reach excellence in management and Cross Border Cooperation. The activity of clusters is vital for supporting international competitiveness of the European SMEs, through building of collaboration and sharing of added value
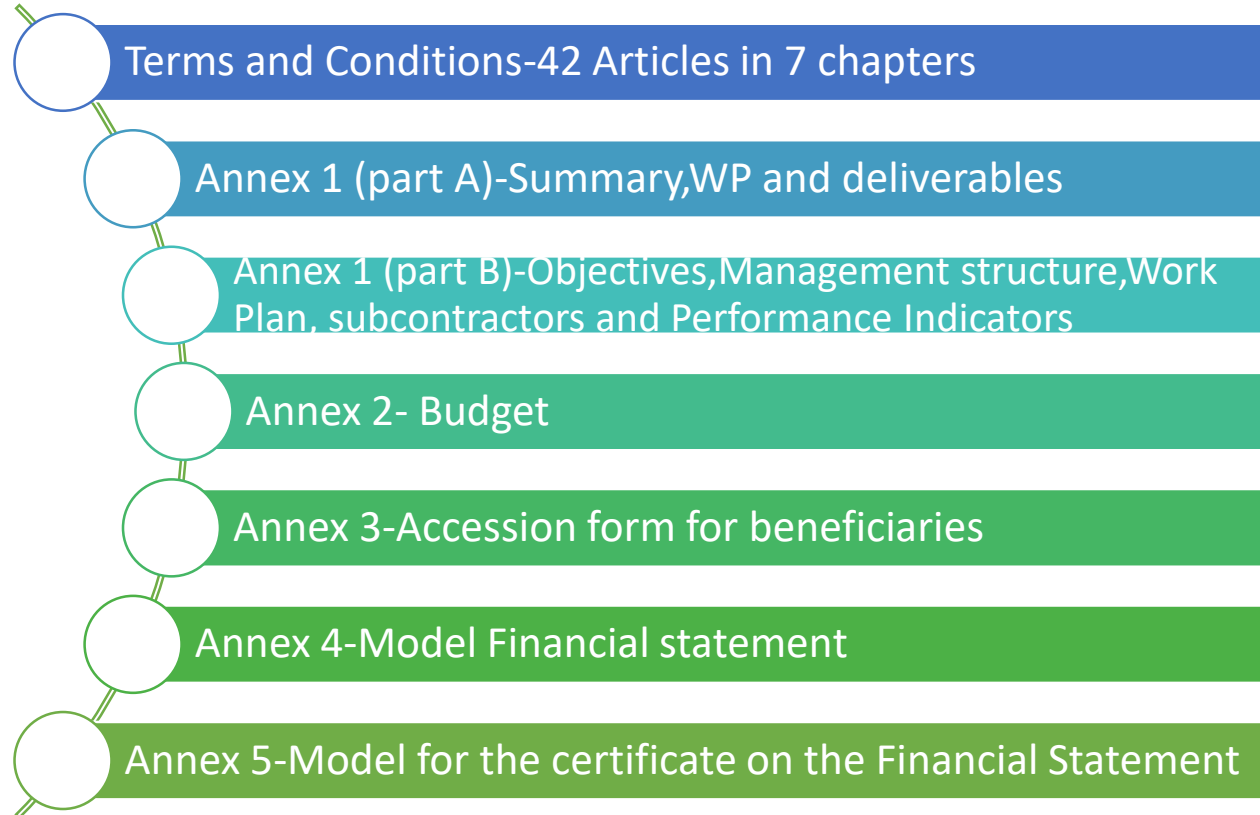
Learn more

GA and Grant details
Periodic payments

GA and Grant details;periodic payments

«GA sets out right and obligations and the terms and conditions applicable to the grant awarded to the beneficiaries for implementing the Action»
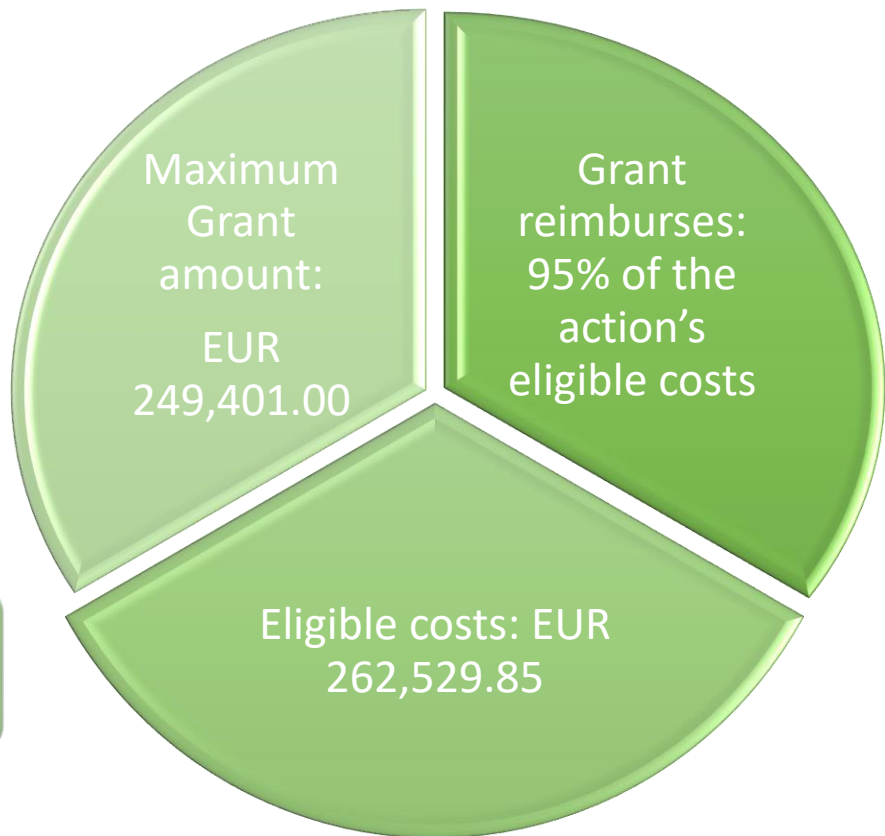
-beneficiaries and EASME

- Terms and Conditions-42 Articles in 7 chapters
- Annex 1 (part A)-Summary,WP and deliverables
- Annex 1 (part B)-Objectives,Management structure,Work Plan, subcontractors and Performance Indicators
- Annex 2- Budget
- Annex 3-Accession form for beneficiaries
- Annex 4-Model Financial statement
- Annex 5-Model for the certificate on the Financial Statement

GA and <u>Grant details</u>; periodic payments

Records and supporting documents for scientific and technical implementation

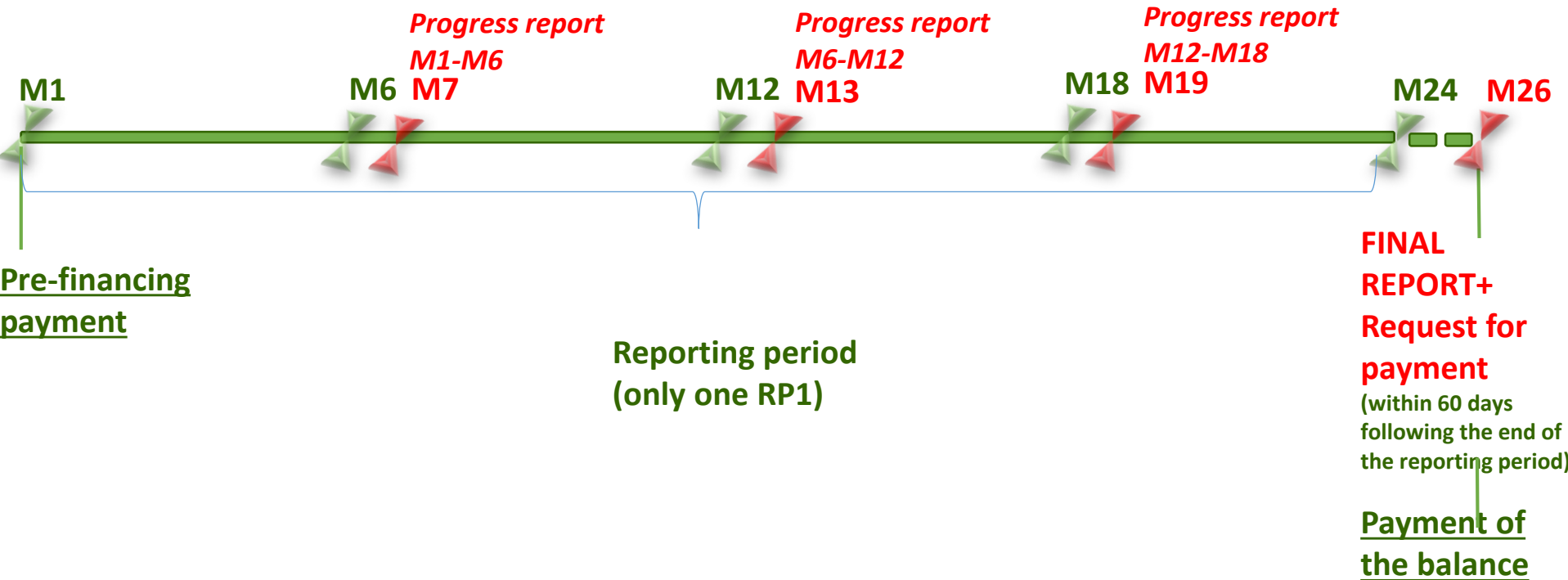Records and supporting documents to suport the costs declared

Maximum Grant amount:

EUR 249,401.00

Grant reimburses: 95% of the action's eligible costs

Eligible costs: EUR 262,529.85

GA and Grant details; periodic payments

M1

M6 **M7**
Progress report M1-M6

M12 **M13**
Progress report M6-M12

M18 **M19**
Progress report M12-M18

M24 **M26**

Pre-financing payment

Reporting period (only one RP1)

FINAL REPORT+ Request for payment (within 60 days following the end of the reporting period)

Payment of the balance

Payments Distribution Plan by the Coordinator

Payment by the Agency:
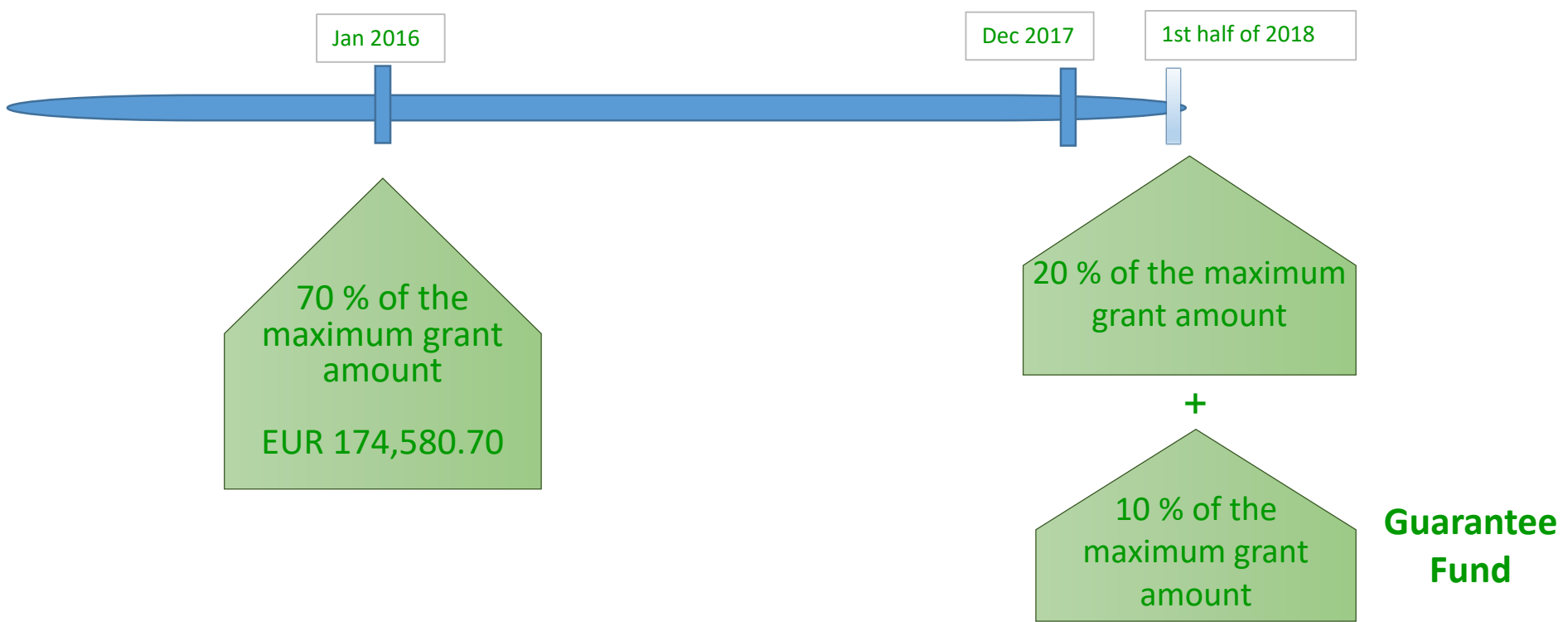
Jan 2016 — Dec 2017 — 1st half of 2018

Jan 2016: 70 % of the maximum grant amount — EUR 174,580.70

Dec 2017: 20 % of the maximum grant amount

+

1st half of 2018: 10 % of the maximum grant amount — **Guarantee Fund**

Financial Statement procedures

Accounting practise: general rules

All beneficiaries:

- Must keep proper accounts and supporting documents to justify each single cost incurred

- Original documents and records must be kept for five years after the date of payment of the balance of the EU contribution.

- Evidence of costs, explanations and justifications must be readily available for inspection by the EASME and/or the European Commission

Eligible costs

Costs that meet the following criteria:

For <u>actual costs</u>, they must be:

1. actually incurred by the beneficiary;

2. incurred in the period of the duration of the action (with the exception of costs relating to the submission of the last reporting period and the final report;

3. indicated in the estimated of the proposal;

4. incurred in connection with the action and necessary for its implementation;

5. identifiable and verifiable, recorded in the beneficiary's accounts ;

6. comply with the applicable national law on taxes, labour and social security;

7. be reasonable, justified and must comply with the principle of sound financial management, in particular regarding economy and efficiency.

Direct and Indirect costs

ELIGIBLE DIRECT COSTS	ELIGIBLE INDIRECT COSTS
specific costs directly linked to performance of the action	costs incurred in carrying out an action are eligible, on the basis of the flat rate of 7% of the eligible direct costs of the GA. They costs do not need to be supported by accounting documents.

A - Personnel or Staff Costs   →   • Eligible indirect costs

B - Subcontracting   →   • Eligible indirect costs

C - Other Direct Costs (including travel, depreciation)   →   • Eligible indirect costs

Conversion of costs into Euro

For beneficiaries with accounting records in a Currency other than the euro, conversion of costs recorded in their accounts should apply the following method:

Daily euro exchange rate is published in the C series of the **Official Journal of the EU** using the average of the daily exchange rates published over the corresponding reporting period.
The beneficiaries may use the ECB website:

http://www.ecb.europa.eu/stats/exchange/eurofxref/html/index.en.html

Internal and External Reporting

Internal and External Reporting

- Continuous Reporting (Process in SyGMA portal)

- Progress Report

- Final Report (periodic report)

External Reporting

Internal Reporting

Internal and External Reporting

Continuous Reporting (Process in SyGMA portal

THANK YOU!
TEŞEKKÜRLER!

www.clustem.eu

enrico.venturini@tecnotex.it