



Driving the Future of
Digital Experiences

NEM Club of Clusters – where it all started

The **NEM Initiative** (New European Media Initiative) was established as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media.

In order to respond to new needs and requirements of the Horizon 2020 programme, the NEM initiative enlarged its focus towards creative industries and changed its name from Networked an Electronic Media Initiative to **New European Media**, dealing with Connected, Converging and Interactive Media & Creative Industries, driving the future of digital experience. **At this point, clusters such as Cap Digital and Madrid ICT-Audiovisual Cluster (MAC) joined NEM and set the ground for the NEM Club of Clusters.**



Including

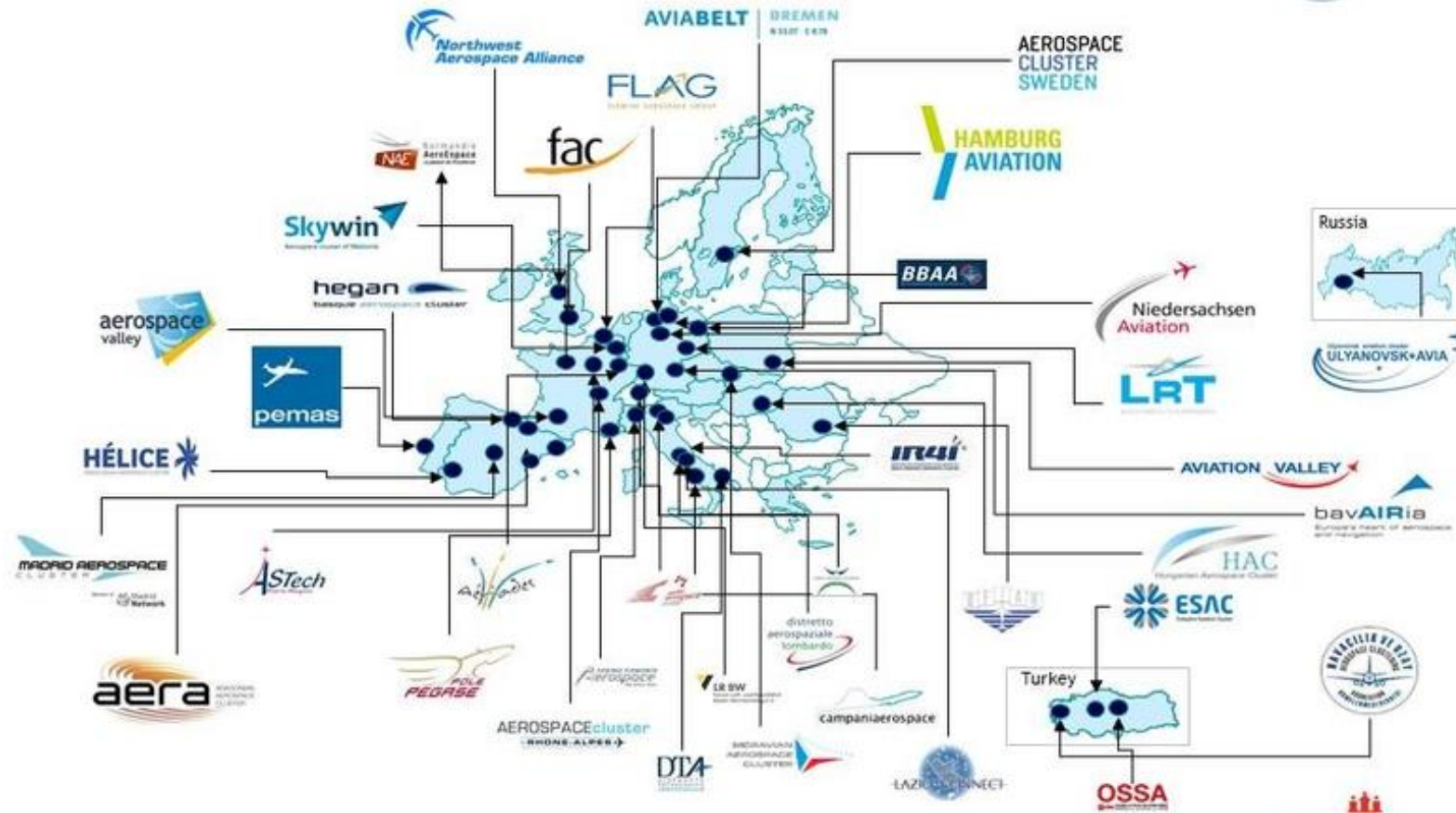


Full list: <https://nem-initiative.org/nem-a-cluster-of-clusters-2/>

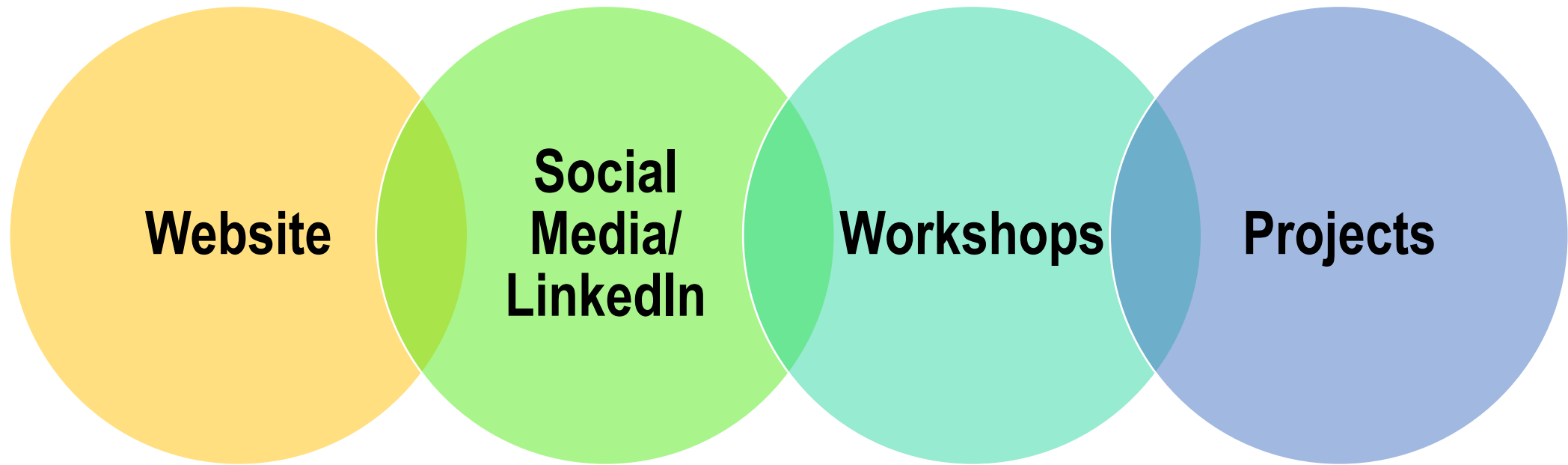


An example of club of clusters – Aerospace sector

Members of the European Aerospace Cluster Partnership



NEM Club of Clusters Collaborative tools



NEM Club of Clusters Collaborative tools

https://nem-initiative.org/nem-a-cluster-of-clusters-2/

Traffic Currency Converter - Nouvel onglet # general | gi-Cluster-C laura | Eurotransmedia Anomalie #29847: Page Dashboard - Eurotrans Home - European Clu TweetDeck Horr



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NEM, a cluster of clusters

HOME / NEM. A CLUSTER OF CLUSTERS

Clusters, associations, platforms in partnership with NEM initiative

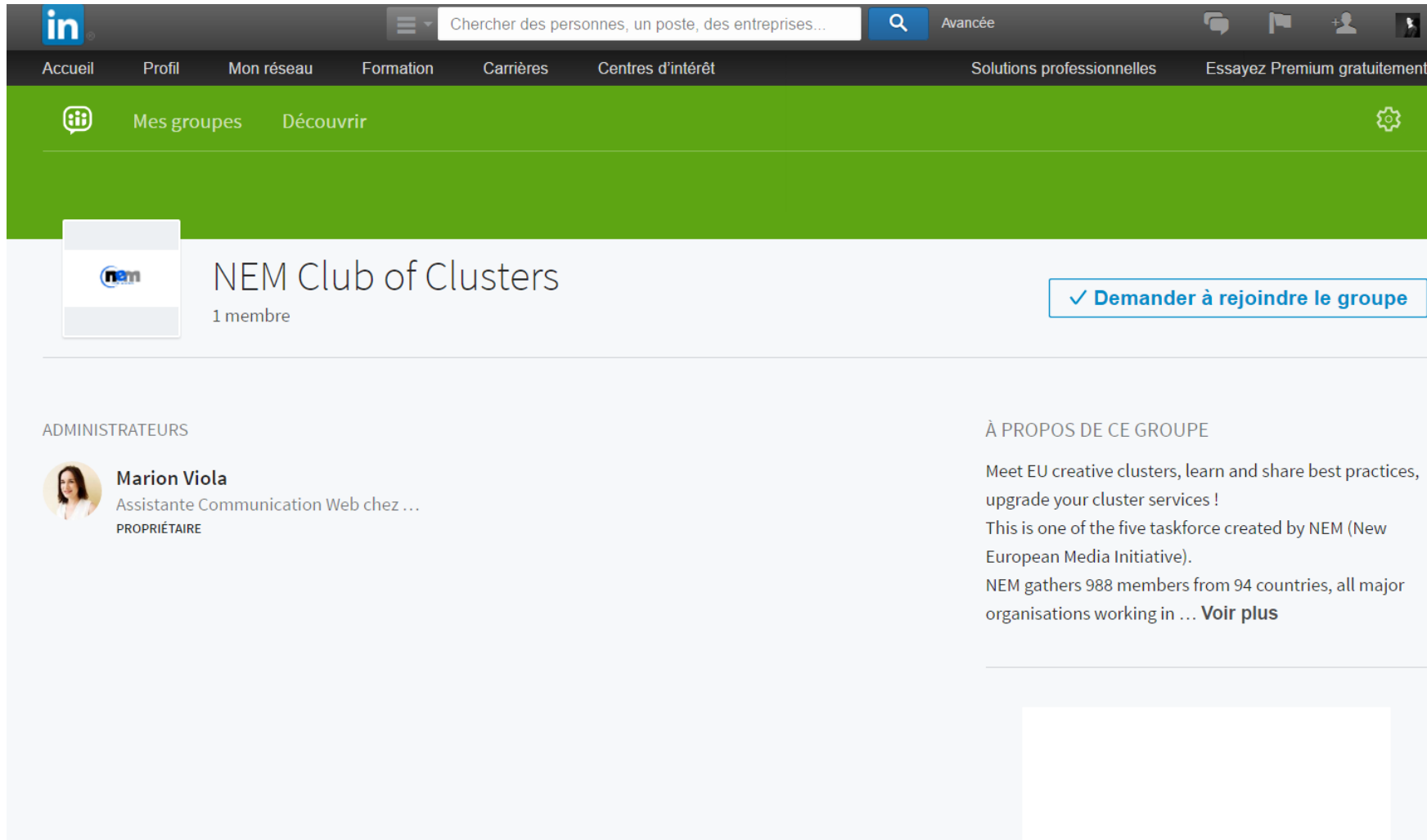


NEM SUMMIT 2016

- > NEM Summit 2016
- > NEM Summit 2016 Program
- > Speakers of the NEM Summit 2016
- > NEM Summit 2016 - Call for Extended Abstracts / Submission
- > NEM Summit 2016 - Call for Exhibitions
- > NEM Art
- > NEM Summit 2016 Committees
- > NEM Summit 2016 Sponsors
- > NEM Summit 2016 - travel information



NEM Club of Clusters Collaborative tools



The screenshot shows the LinkedIn interface for the 'NEM Club of Clusters' group. At the top, there is a search bar with the text 'Chercher des personnes, un poste, des entreprises...' and a search icon. Below the search bar, there are navigation tabs: 'Accueil', 'Profil', 'Mon réseau', 'Formation', 'Carrières', 'Centres d'intérêt', 'Solutions professionnelles', and 'Essayez Premium gratuitement'. A green banner below the navigation tabs contains the text 'Mes groupes' and 'Découvrir' with a gear icon on the right. The main content area features the group's profile picture (NEM logo), the name 'NEM Club of Clusters', and '1 membre'. A blue button with a checkmark icon says 'Demander à rejoindre le groupe'. Below this, there is a section for 'ADMINISTRATEURS' with a profile picture of Marion Viola, who is listed as 'Assistante Communication Web chez ...' and 'PROPRIÉTAIRE'. To the right, there is a section titled 'À PROPOS DE CE GROUPE' with the following text: 'Meet EU creative clusters, learn and share best practices, upgrade your cluster services ! This is one of the five taskforce created by NEM (New European Media Initiative). NEM gathers 988 members from 94 countries, all major organisations working in ... Voir plus'. There is a large empty rectangular box at the bottom of the group page.



NEM Club of Clusters Collaborative tools

NEM SUMMIT 2016
#NS2016
Porto, Nov 23-25

nem
New European Media

TWEETS 705 FOLLOWING 455 FOLLOWERS 490 LIKES 125 MOMENTS 0 [Edit profile](#)

NEM ETP
@NEM_ETP
The European Network for #creativeindustries Organizer of the #nems Summit 23-25 Nov 2016 #future #digitalexperiences #media #content #h2020
Europe
nem-initiative.org
Joined February 2012

Tweets Tweets & replies Media

NEM ETP @NEM_ETP · 1m
1st workshop of @NEM_ETP Club of Clusters at NEM Summit on Nov 24 @UPorto @MadridNetwork @Cap_Digital @danishsoundtech @Clusters_EU

NEM CLUB OF CLUSTERS
New European Media

Your Tweet activity
Your Tweets earned 1,912 impressions over the last week
Nov 16 Nov 22
[View your top Tweets](#)

Who to follow · Refresh · View all



NEM Club of Clusters – Save the date!

Community of practices workshops

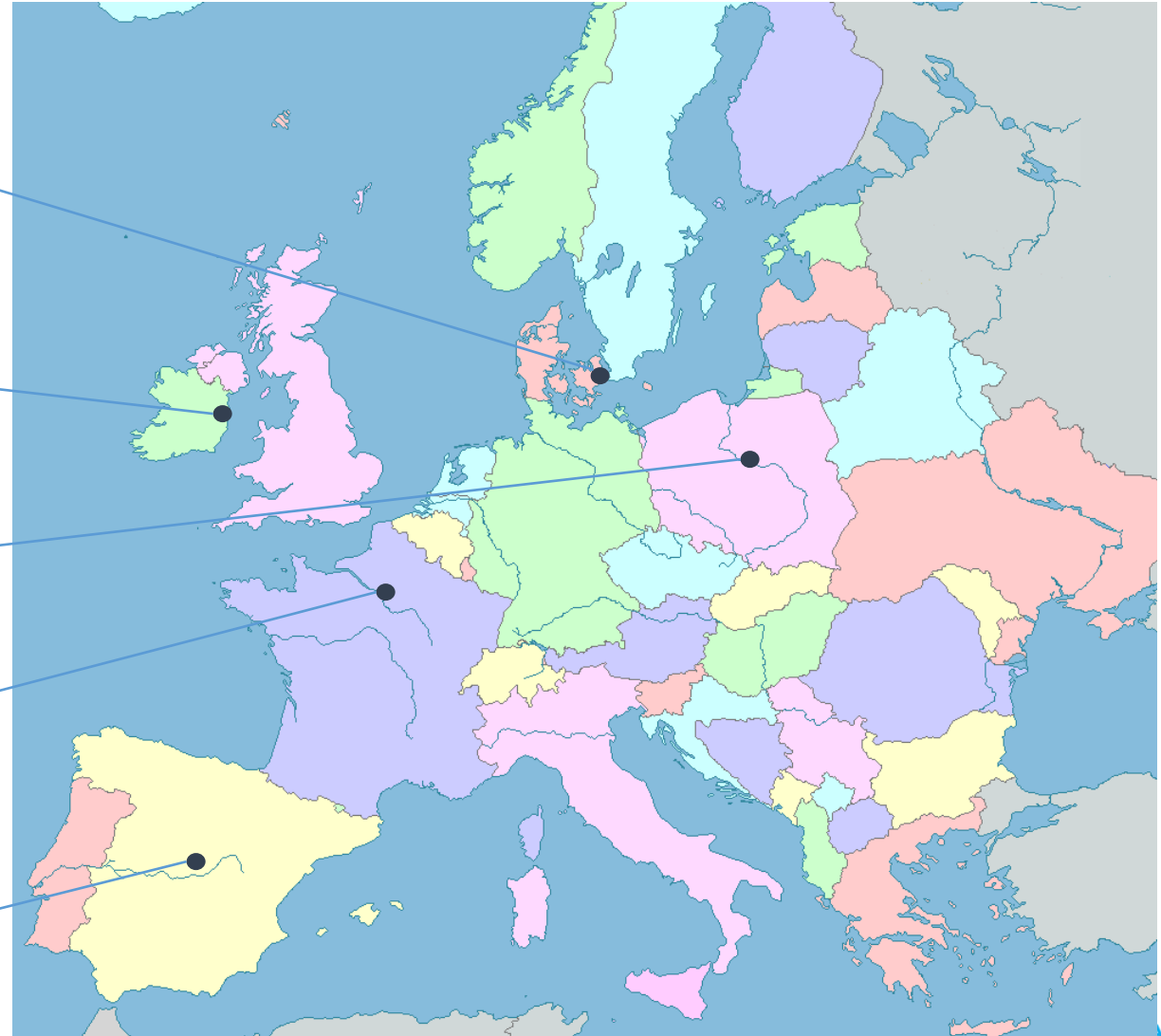
Next workshop – Futur en Seine Festival – 9th June 2017, Paris

To discuss Cluster Management and...

- ... Governance & Financial stability
- ... Involvement of cluster participants
- ... Service portfolio
- ... Qualification of the staff



NEM Club of Clusters – Example of a collaborative project: CECIL



CECIL - Objectives

- Roadmap towards cluster excellence
- Top quality cluster management
- Adapt cluster strategies and services to cluster participants
- Set up a systematic review and fine-tuning of cluster strategies
- Exchange of know-how and best practices via benchmarking and study visits
- Raise awareness about the benefits of cluster excellence
- Measurable impact on SME in terms of:
 - access to finance
 - internationalization
 - collaborative and creative projects
 - IPR
 - new business opportunities
 - support for innovation and technology transfer



CECIL – How?

- Benchmarking – ESCA
- Impact assessment
- Training for cluster managers
- Analysis of services provided
- Study visits
- Review of the cluster strategies to implement lessons learned
- Cluster community and team building (ESCP)

NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Madrid Network - Spain



MADRID NETWORK

- Based on a study where 12 strategic sectors with high growth and innovation potential were identified in the Madrid region
- Founded in 2007 by Madrid Regional Government with the support of leading industry and research environment
- After the economic crisis, 9 clusters operate nowadays
- Some of these clusters share common offices and services such as accounting, human resources, administration, or communication
- They also organise cross-collaboration activities (networking between cluster members, workshops, etc.) that lead into projects such as InnoSmart <http://www.innosmart.eu/>

NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

DANISH SOUND

- Founded in 2009 by leading industry and research environment in Denmark
- Supported by the Danish Agency for Science, Technology and Innovation
- Part of European Cluster Cooperation: Silver Label
- Engage +700 members from +300 organizations
- Service Areas:
 - Improving innovation capabilities
 - Exploring business opportunities
 - Fostering entrepreneurship
 - Optimizing competence & talent development
 - Branding the ecosystem
 - Improving network-specific framework conditions
 - Developing the network organization
 - Advancing globalization



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

From Position of Strength to Challenges

:Themes in audio/positions of strength in the Danish Audio Industry

- Digital Media
- Recording & Reproduction
- Assistive Technology
- Designed Sound
- Diagnostics & Measurements



Developments: New definition – all areas where sound is part of the solution or the problem

Horizon2020 – driven by **Societal Challenges**

- Health
- Environment
- Digital Solutions



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark



Innovative solutions using **sound** and **ICT technologies** and **materials technology**
New solutions for ecosystems and environments
Global environmental observation and information systems



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

Collaboration with Silent City initiative:

- Living Lab: raise **awareness** and to **test** and develop innovative solutions for traffic noise.
- The goal: **reduce noise** from traffic, promoting **quality of life** and health of citizens, and create growth for Danish companies with noise solutions.



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark



Sound and ICT technologies for **health, demographic change, and wellbeing**

Keep people active and independent for longer time

Development of new, safer and more effective interventions – e.g. using music interventions

NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

4 projects

- 2x BSR Innovation Express
SoundCARE I & II:
 - Cluster2Cluster collaboration
 - International network related to sound in health
- Sound & Health project
 - Test project w. WelfareTech (dementia sleeping issues)
- SoundCARE-NET
 - 5x Horizon2020 consortia



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark



Innovative solutions using **sound** and **ICT technologies** and **competences from the creative industry** to foster **new solutions in digital media**, experience, edutainment, education, communication, robotics, internet of things, big data, and cultural heritage.



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

2 Projects and 1 application

- BSR Innovation Express - Virtual Reality Sound
 - Cluster2Cluster (Swedish)
 - Cross-sectorial initiative to promote, Danish sound (and related) tech's potential in connection to the emerging VR industry
- CECIL (Cluster Excellence for Creative Industries Leadership)
- Application: BSR Innovation Express: Mixing Baltic Reality: focus on matchmaking between SMEs and other stakeholders across the BSR.



NEM Club of Clusters – Cross Collaboration Challenge

Best Practices from Danish Sound - Denmark

Future plans and learnings

- Focus is on societal challenges and leveraging sound competences in new areas
- New project funding to support cluster2cluster initiatives to provide new collaboration opportunities to members
- Concrete test projects, white and position papers, to “prove” and lobby for new uses of sound products and services



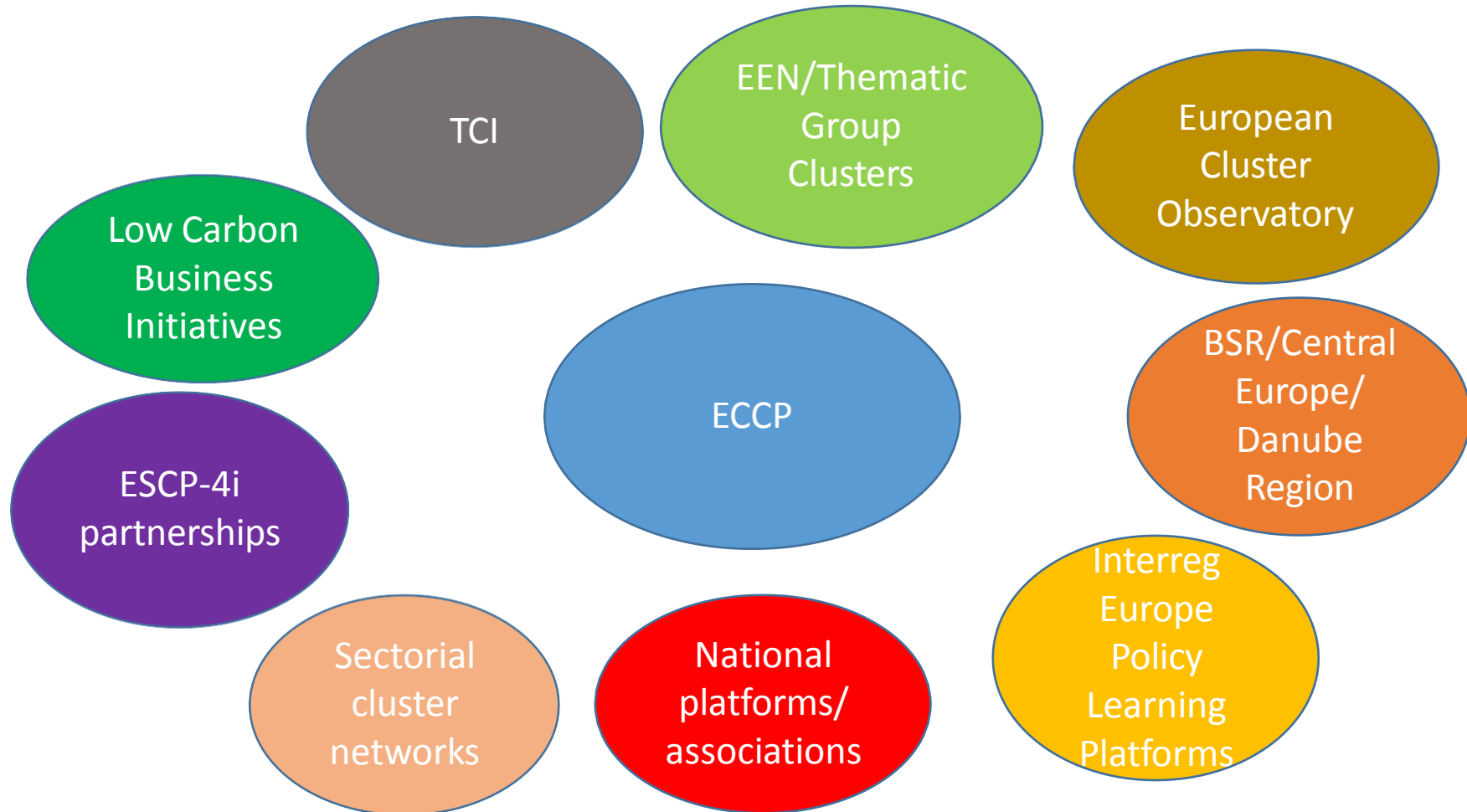
Welcome to the European Cluster Collaboration Platform!

Filipa Pinho – Consultant, SPI S.A.
ECCP coordination team
filipapinho@spi.pt



Go for the information or have it come to you, efficiently

International
Cluster Profiles



The European Cluster Collaboration Platform

A Vibrant Platform for Cluster Organisations

CLUSTER ORGANISATIONS MAPPING

The easiest way to find a cluster organisation in Europe

The innovative mapping offers:

- hundreds of cluster organisation profiles
- a large selection of filters (industry sectors, countries ...)
- a smart correlation with the indicators of the European Cluster Observatory

INTERNATIONAL COOPERATION

Cooperation with strategic countries beyond Europe

Key information sources helping clusters and SMEs internationalise:

- information on priority third countries
- “gateways” to EU international support services

PARTNER SEARCH

A forum for cluster organisations to discuss offer/demand/exchange opportunities for collaboration

A virtual, quick and efficient dedicated “marketplace” to:

- find and be found
- trigger direct dialogue with other clusters
- interact with peers in a structured way

MATCHMAKING EVENTS

Opportunities to connect and initiate collaboration in high level events in Europe and beyond

Cluster matchmaking meetings (C2C, C2B) stimulating cooperation for clusters and SMEs through:

- interactive and innovative formats
- professional support
- dedicated financial support to participate in events

EU CLUSTER PARTNERSHIPS

Implementing joint strategies to go international and specialise

ECCP is the HOME of the newly established European Strategic Cluster Partnerships (ESCPs) offering:

- profile and visibility for ESCPs
- a reserved forum for exchange and collaboration
- an opportunity to showcase partnership activities and success stories

International cooperation - CONNECTIVITY

Find the opportunities, grasp them and find partners to go for them!

Quick VISIBILITY & INTERACTION SUPPORT to the cluster community:

- Cross-borders and cross-sectors
- Find cluster suitable calls
<http://www.clustercollaboration.eu/open-calls>
- Find partners and be found as partner
<http://www.clustercollaboration.eu/cluster-mapping>
- Access to tools:
<http://www.clustercollaboration.eu/eu-initiatives/reports/strategic-internationalisation-tool-clusters>

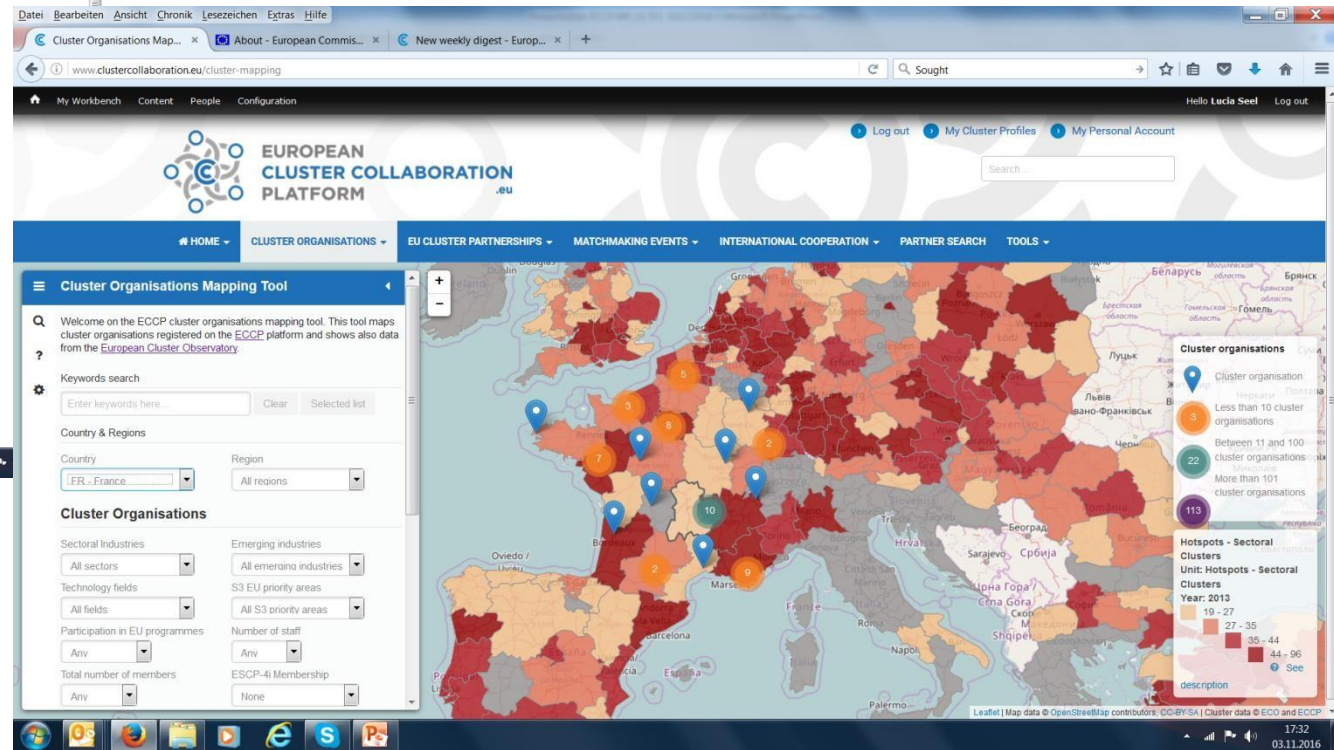
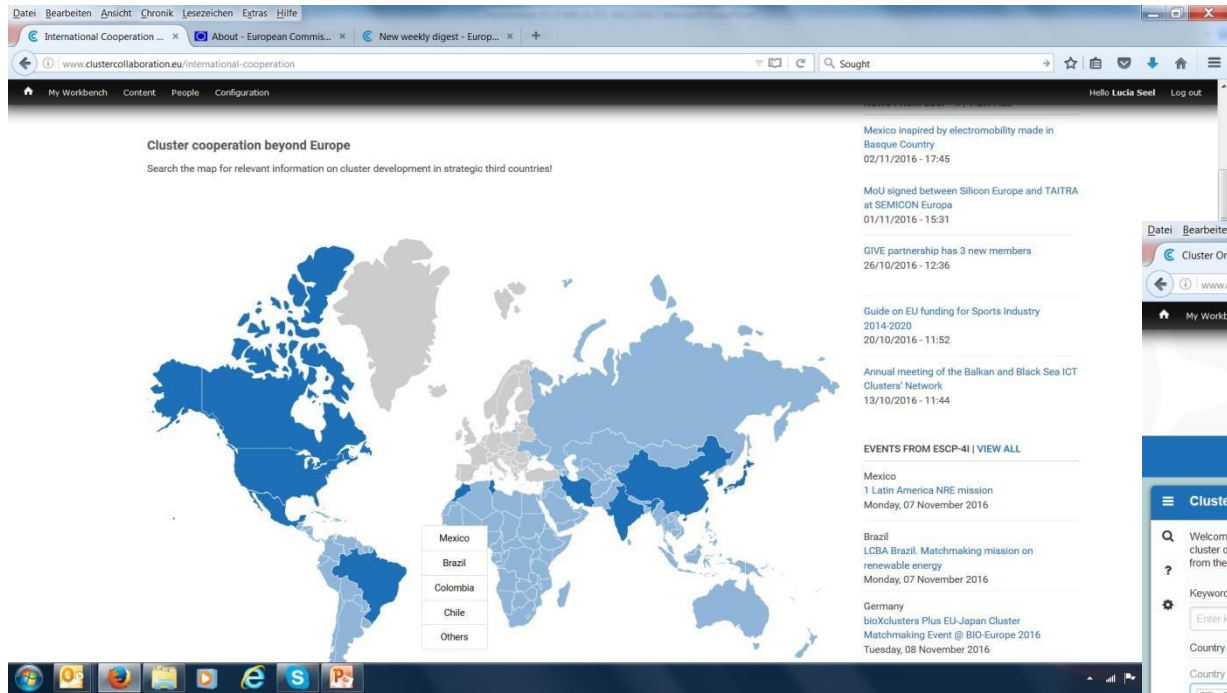
The screenshot displays a webpage with a header and several content sections. The main content area features three call-for-interest items:

- Towards European Strategic Cluster Partnerships for smart specialisation investments - Call for the expression of interest**
Deadline: 31/12/2016
The European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs invites cluster organisations, other business network organisations, technology centres and science parks interested to team up around specific industrial thematic areas, in the context of industrial modernisation. Through a dedicated call for the expression of interest, the aim is to mobilise European Strategic Cluster Partnerships for smart specialisation investments (ESCP-SS). This call is linked to the establishment of the Smart Specialisation Platform on Industrial Modernisation and...
- Vulcanus in Europe - a scheme for EU companies willing to host a Japanese intern**
Deadline: 23/09/2016
The EU-Japan Centre is inviting applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2017 to March 2018. The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Following a 4-month intensive language course, the trainees will be able to communicate in the EU company's local language. By welcoming a trainee, the main benefits for the Host Company will be a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely...
- IraSME 18th call for proposals**
Deadline: 28/09/2016
IraSME is a network of ministries and funding agencies which are owners or managers of national and regional funding programmes for cooperative research projects between small and medium-sized enterprises (SMEs) and in participation of research and technology organisations (RTOs). Against the background of growing competition in global markets, IraSME supports SMEs in their transnational innovation activities, helps them to acquire technological know-how, extend their networks and bridge the gap between research and innovation. Cluster organisations from the participating countries in the...

On the right side, there is a sidebar with a 'Create Cluster Profile' button and a list of 'UPCOMING EVENTS | VIEW ALL':

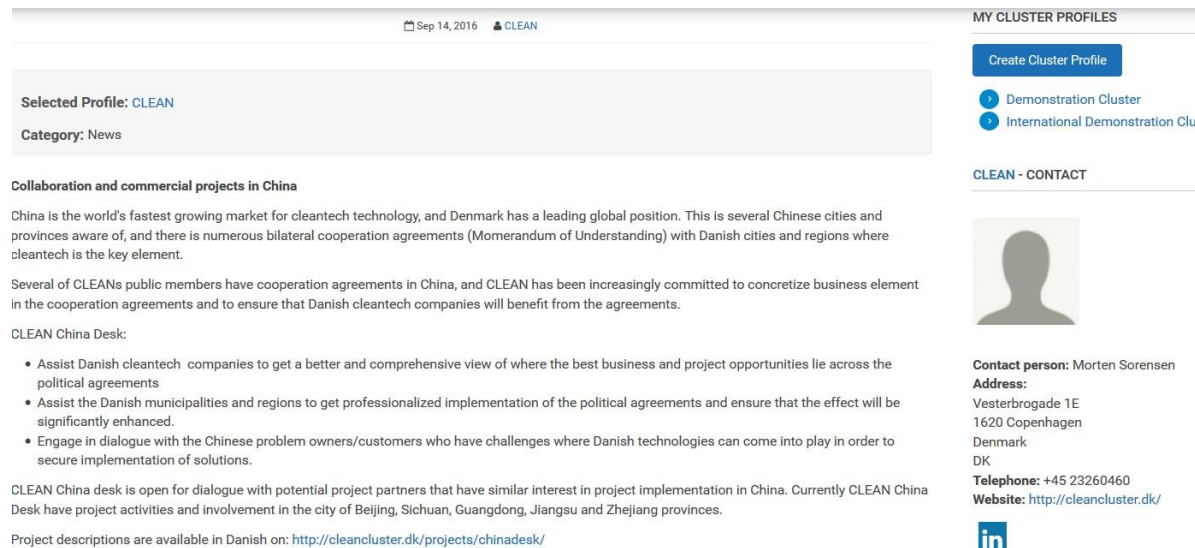
- Poland: 4th BSR STARS Cluster-to-Cluster Conference and Matchmaking, Monday, 19 September 2016
- Costa Rica: ELAN Network Costa Rica 2016 - ICT solutions for Health, Environment and High Performance Computing, Monday, 19 September 2016
- Germany: B2B InnoTrans Business Days 2016, September 20th-23rd 2016, Berlin (Germany), Tuesday, 20 September 2016

At the bottom right of the sidebar, it shows '1 of 21' with a navigation arrow.



ECCP – The extra engine for your communication efforts

CO Profile, Achievements, Reports, News, Events – anything that can be of interest for the global cluster community – and promote your cluster!



Sep 14, 2016 CLEAN

Selected Profile: CLEAN
Category: News

Collaboration and commercial projects in China

China is the world's fastest growing market for cleantech technology, and Denmark has a leading global position. This is several Chinese cities and provinces aware of, and there is numerous bilateral cooperation agreements (Momerandum of Understanding) with Danish cities and regions where cleantech is the key element.

Several of CLEANs public members have cooperation agreements in China, and CLEAN has been increasingly committed to concretize business element in the cooperation agreements and to ensure that Danish cleantech companies will benefit from the agreements.

CLEAN China Desk:

- Assist Danish cleantech companies to get a better and comprehensive view of where the best business and project opportunities lie across the political agreements
- Assist the Danish municipalities and regions to get professionalized implementation of the political agreements and ensure that the effect will be significantly enhanced.
- Engage in dialogue with the Chinese problem owners/customers who have challenges where Danish technologies can come into play in order to secure implementation of solutions.

CLEAN China desk is open for dialogue with potential project partners that have similar interest in project implementation in China. Currently CLEAN China Desk have project activities and involvement in the city of Beijing, Sichuan, Guangdong, Jiangsu and Zhejiang provinces.


Project descriptions are available in Danish on: <http://cleancluster.dk/projects/chinadesk/>

MY CLUSTER PROFILES

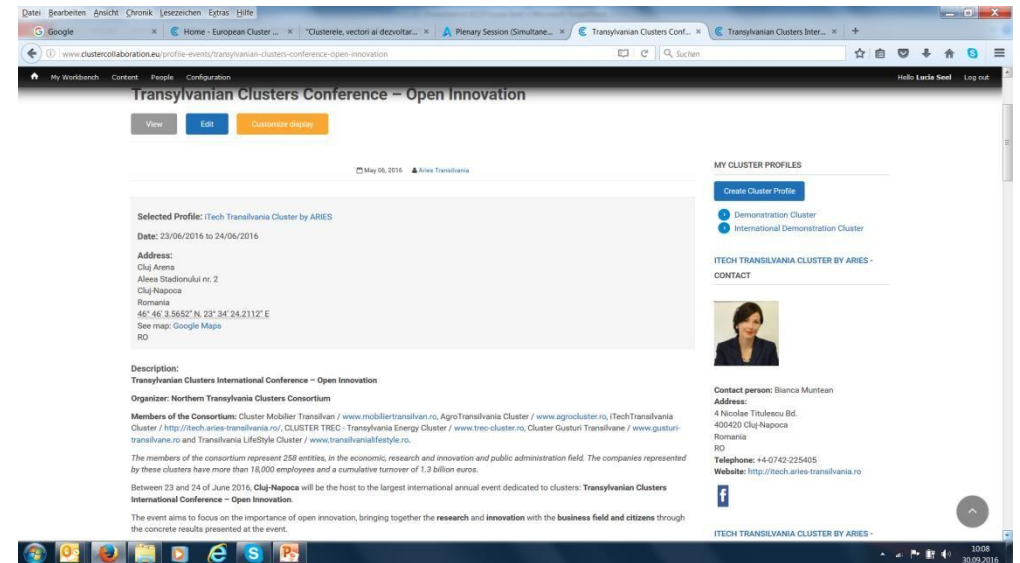

Create Cluster Profile

- 1 Demonstration Cluster
- 2 International Demonstration Clus

CLEAN - CONTACT



Contact person: Morten Sorensen
Address:
Vesterbrogade 1E
1620 Copenhagen
Denmark
DK
Telephone: +45 23260460
Website: <http://cleancluster.dk/>



Transylvanian Clusters Conference – Open Innovation

May 05, 2016 Aries Transilvania

Selected Profile: ITECH Transilvania Cluster by ARIES
Date: 23/06/2016 to 24/06/2016

Address:
Cluj Arena
Aleea Stadionului nr. 2
Cluj Napoca
Romania
46° 46' 3.5652" N, 23° 34' 24.2112" E
See map: Google Maps
RO

Description:
Transylvanian Clusters International Conference – Open Innovation
Organizer: Northern Transylvania Clusters Consortium
Members of the Consortium: Cluster Mobilier Transilvan / www.mobiliertansilvan.ro, AgroTransilvania Cluster / www.agrocluster.ro, TechTransilvania Cluster / <http://tech.aries-transilvania.ro/>, CLUSTER TREC - Transylvania Energy Cluster / www.trec-cluster.ro, Cluster Custurii Transilvane / www.gusturii-transilvane.ro and Transilvania LifeStyle Cluster / www.transilvaniafestyle.ro.

The members of the consortium represent 258 entities, in the economic, research and innovation and public administration field. The companies represented by these clusters have more than 18,000 employees and a cumulative turnover of 1.3 billion euros.

Between 23 and 24 of June 2016, Cluj-Napoca will be the host to the largest international annual event dedicated to clusters: **Transylvanian Clusters International Conference – Open Innovation**.


The event aims to focus on the importance of open innovation, bringing together the research and innovation with the business field and citizens through the concrete results presented at the event.

MY CLUSTER PROFILES


Create Cluster Profile

- 1 Demonstration Cluster
- 2 International Demonstration Cluster

ITECH TRANSILVANIA CLUSTER BY ARIES - CONTACT



Contact person: Bianca Muntean
Address:
4 Nicolae Titulescu Bd.
400420 Cluj-Napoca
Romania
RO
Telephone: +4-0742-225405
Website: <http://tech.aries-transilvania.ro>



ECCP is the Cluster Organisations' Platform

- Made by you and for you!
 - The technical development considers your needs and feedback and will continuously improve
 - We offer you a complex support framework, being at your service
 - You create your own content, you get the global visibility
 - It is friendly to handle, saves you time and it is free
 - Get on board (profile, subscribe for the info services, publish content) and use it frequently

ECCCP is the Cluster Organisations' Platform:
Made by you and for you!



EUROPEAN
CLUSTER COLLABORATION
PLATFORM .eu

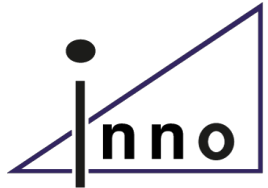
THE PLATFORM IS YOURS – START USING IT!

Feedback welcome! contact@clustercollaboration.eu

ECCP Partnership

ECCP is a service contract awarded by EASME/DG GROWTH

The consortium partners are:



Subcontractors :



NEM Club of Clusters - The European Strategic Clusters Partnership – opportunities and open debate



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Innovation and Advanced Manufacturing
Clusters, Social Economy and Entrepreneurship

Call for the expression of interest

**Towards European Strategic Cluster Partnerships
for smart specialisation investments**



CONTACT

Veronica Buey

Madrid ICT · Audiovisual Cluster
Deputy Cluster Manager
veronica.buey@madridnetwork.org

Jan Larsen

Danish Sound
Director
janla@dtu.dk

Josephine Rohner

Cap Digital
EU & International Affairs project manager
josephine.rohner@capdigital.com

Filipa Pinho

SPI S.A. - ECCP
Consultant
filipapinho@spi.pt



www.nem-initiative.org



@NEM_ETP



NEM Social Network