

**Interreg  
Europe**



European Union | European Regional Development Fund

# Clusters: Driving the Green and Digital Twin Transitions

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*Government of Catalonia*

Online Workshop

10 December 2021 | Online







# 2. Cluster activities

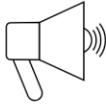


### Sectoral revitalization

Promoting the creation of business opportunities for technological communities.

Which are the objectives of the sectoral revitalization service?

- Identify business opportunities and link them with the members of the communities
- Disseminate advanced digital technologies within the aggregating agents of the technological demand (clusters, business associations, agencies, etc.)
- Establish synergies between companies that offer technological products and services and agents that need them.
- Accompany companies in the exploration and exploitation of new business opportunities.

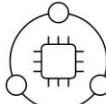


### Visibility and events

Promote participation in relevant events such as conferences and trade fairs.

Which are the objectives of the visibility and events service?

- Offer support in the participation and visibility of DCA members in different multitechnology events.
- Establish a point of contact between DCA members and sectors carrying out digitization processes.
- Communicate success cases by DCA members in technological dissemination events.



### Synergies and multitechnology

Stimulate cooperation between members of DCA communities through specific workspaces and communication channels.

Which are the objectives of the synergies and multitechnology service?

- Promote cooperation between members of the different DCA communities to find synergies
- Direct collaboration opportunities among different members.
- Keep the members informed about DCA activities: announcements, newsletters, social networks, website, etc.
- Publish an annual report about the yearly activities of the DCA and its communities.



### Access to knowledge, technology and infrastructure

Facilitar la col·laboració dels membres de la DCA amb centres de recerca i laboratoris.

Which are the objectives of the access to knowledge, technology and infrastructure service?

- Open doors to laboratories, such as SmartCatalonia, The Thinx, BCN Drone Center, etc.
- Identify new laboratories across the territory to test technology at a local scale.
- Publicise DCA members activities, as well as the needs of the different companies and sectors.
- Write, disseminate and offer access to specialized reports about advanced digital technologies.



### Access to funding sources

Offer support in the funding needs of DCA members.

Which are the objectives of the access to funding sources service?

- Publicise funding opportunities among DCA members.
- Ease the access of companies to funding sources and competitive projects.
- Reinforce and create new relationships with incubators and accelerators to boost DCA startups.
- Identify partners and sponsors to fund projects arising from brokerage events.
- Disseminate funding opportunities through internal communication channels.



### Strategic relationships

Connect the existing innovative ecosystem and reinforce the relationship among different agents.

Which are the objectives of the strategic relationships service?

- Represent DCA members in front of the administration, clusters and other organizations.
- Promote relationships with other clusters and European hubs to detect opportunities and synergies.

## 2021 Activities





# 2. Cluster activities

## MARKET UPTAKE

<p><b>1 INDUSTRIAL – HABITAT SECTOR</b></p> <p><b>BROKERAGE A DEMANDA:</b> cercar de proveïdors IoT per al projecte SmartSpace</p> <p><b>BROKERAGE EVENT</b> 04/03/2021</p> <p><b>1 CORPORATE – 3 CHALLENGES – 7 MEMBERS – 20 SOLUTIONS</b></p> <p>CE NFIM ARQUETIPO</p>	<p><b>4 INDUSTRIAL SECTOR</b></p> <p><b>2 oportunitats GRUP CELSA</b></p> <p><b>PROSPECTS 2021:</b> challenge collection until september</p> <p><b>5 CORPORATES – 12 CHALLENGES – 16 MEMBERS – 39 SOLUTIONS</b></p> <p>Alsina Concentrol CELSA GROUP SGS</p>
<p><b>2 UTILITIES SECTOR</b></p> <p><b>1 oportunitat ENEL - Robot Spot</b></p> <p><b>BROKERAGE EVENT</b> 14/03/2021</p> <p><b>4 CORPORATES – 8 CHALLENGES – 12 MEMBERS – 20 SOLUTIONS</b></p> <p>nedgia suez Aigües de Barcelona FGC</p> <p>enel</p>	<p><b>5 HEALTH SECTOR</b></p> <p><b>PRESENTACIÓ DEL PROGRAMA DE DINAMITZACIÓ DEL SECTOR SALUT A LA REUNIÓ ADM3 – 13/04/2021</b></p> <p>• POSTPONED TO 2022</p> <p>TIC Salut Social</p>
<p><b>3 AGRICULTURE SECTOR</b></p> <p><b>PROSPECTS 2021:</b> challenge collection until may</p> <p><b>4 CORPORATES – 5 CHALLENGES – 12 MEMBERS – 26 SOLUTIONS</b></p> <p><b>BROKERAGE EVENT</b> 09/06/2021, 10/06/2021, 23/06/2021, 06/07/2021</p> <p>FAITS+PIRENE BETTER ORIGIN rural cat Arca a</p>	<p><b>6 TECHMATCH (Technology Transfer)</b></p> <p>Oportunitat derivada del Projecte Fem-IoT</p> <p>Reunió extraordinària del CEPIC per a: la presentació de la iniciativa i captació de desenvolupaments 10/09/2021</p> <p>• BROKERAGE EVENT 14/12/2021</p> <p>8 CENTRES – 9 HD</p> <p>FEM-IoT</p>

## VISIBILITY, EVENTS, NETWORKING

### PARTICIPATION AT THE MOBILE WORLD CONGRESS (2017, 2018 & 2019)

- Participation of 33 companies and institutions in the 3 years
- High impact in the media



## RAISING PUBLIC DEMAND

### PROMOTION OF DRONE TECHNOLOGY WITHIN THE GOVERNMENT

- We are working in collaboration with different departments of the Government to explore the possible applications of drone technology in their scope of competences.



### DRONE TECHNOLOGY COURSES (6 EDITIONS)

- A total of 179 attendants of different areas of the Government in the 6 editions.
- 2021 edition will be held on December 14th, 15th & 16th

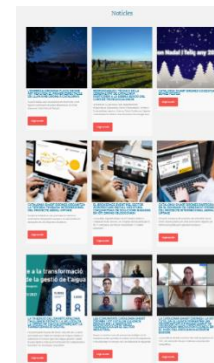


## COMMUNICATION

257 news published

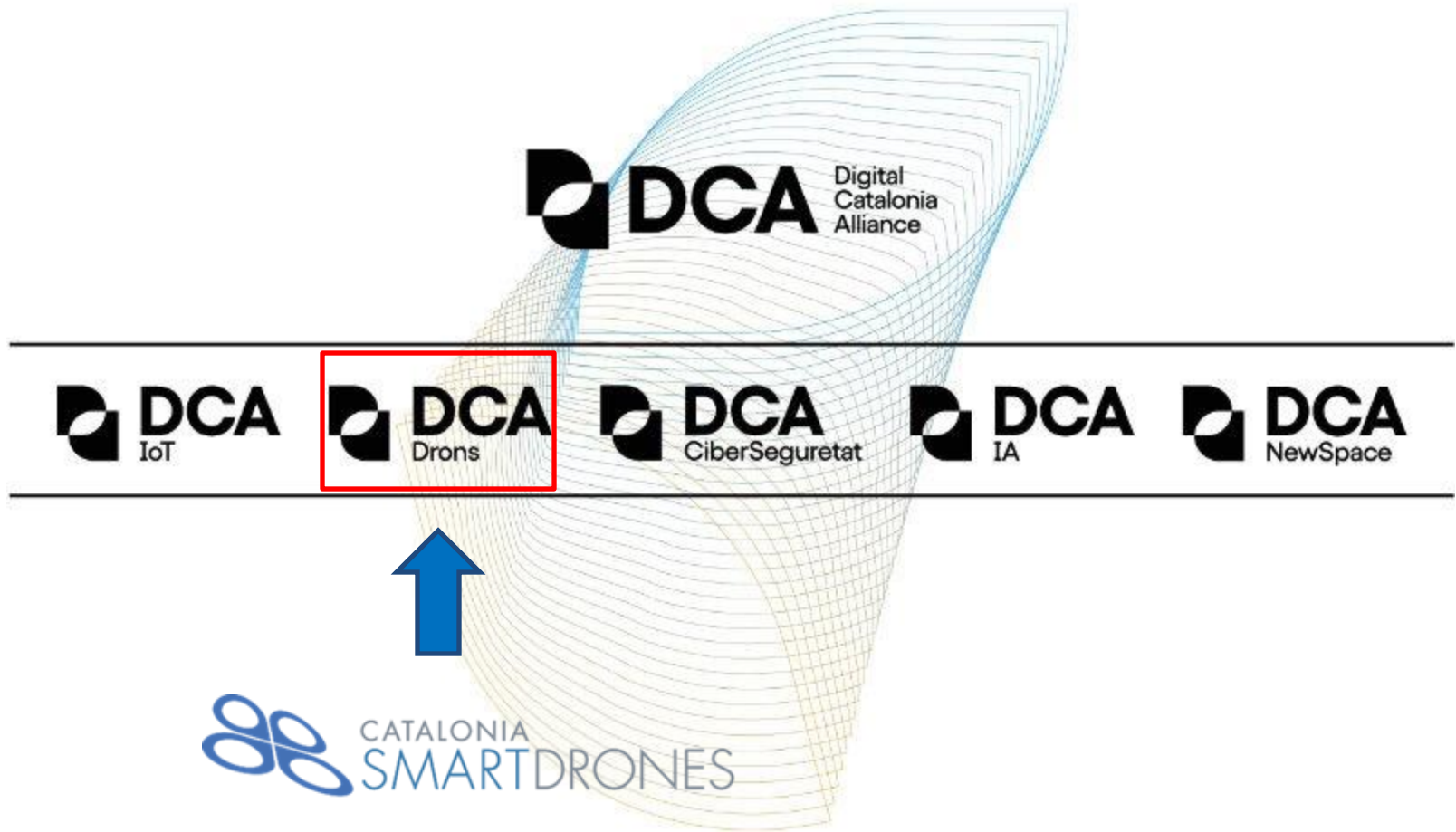
6.305 tweets

1.303 followers





## 2. New organization





# 3. Recommendations

Recommendations for regional policymakers:

1. Identify key players, map ecosystem, capabilities
2. Organize activities that generate value
3. Effective communication
4. Think beyond the sector