

CLIPPER PROJECT

« Creating a Leadership for Maritime industries – New opportunities
in Europe »

INTERREG Europe Webinar :

Cross-sectoral inter-cluster cooperation

WHAT IS CLIPPER?

CLIPPER is an innovative interregional cooperation project that brings together seven pro-active regions to address the negative impact the global economic recession has had on Europe's maritime sector. This sector is also suffering from growing competition from emerging countries. Even more so with the COVID crisis.

The overall aim of the project is to develop better policies to support the competitiveness of SMEs working in **maritime industries in Europe**.

To do so, the project focuses on **four levels of competitiveness** :

→ **Participants** : an 8 partners European consortium

-  Pays de la Loire Region (Lead partner)
-  Fife council (Scotland)
-  R&D centre Kiel University of Applied Sciences – Schleswig Holstein (Germany)
-  TUAS, R&D centre of Turku University – South West Finland
-  Development agency RERA – Split Dalmatia (Croatia)
-  DLTM, Ligurian Cluster for Marine Technologies (Italy)
-  FAEN, Asturias Energy Foundation – Asturias (Spain)
-  Conference of Peripheral and Maritime Regions (CPMR) (communication manager)

→ **Calendar** : from January 2017 to June 2021

→ **Budget**: 1 347 057€ (84% ERDF) - PDL : 314 833€ (264 460€ ERDF)



PROJECT'S RESULTS

Since January 2017, CLIPPER partners have conducted many actions and produced various deliverables

Benchmark listing good practices and public schemes
(more than 80 tools mentioned)



7 territorial diagnosis



13 good practices on the INTERREG platform



One example of cross sectoral inter-cluster cooperation



7 action plans – 19 actions



Active contribution to the EU Scheme of the DG MARE : the Blue invest platform



Participation to various EU events and meetings with MEPs (ex : Searica...)



Example of collaborative action



RESOLUTIONS

MARINE RENEWABLE ENERGY
RESOLUTIONS CALL
PAYS DE LA LOIRE - ASTURIAS

Launch in
Oct. 2020
Results phase 1
soon

20K€ per
project
(3 project
per region)

Support to
innovation
and SME's
internat°



CROSS SECTORAL INTER-CLUSTER COOPERATION : THE EXAMPLE OF NEOPOLIA

235 industrial companies

30 000 jobs

130 professions

A collaborative turnover of
more than 42 M€ generated by
the cluster in the past 5 years



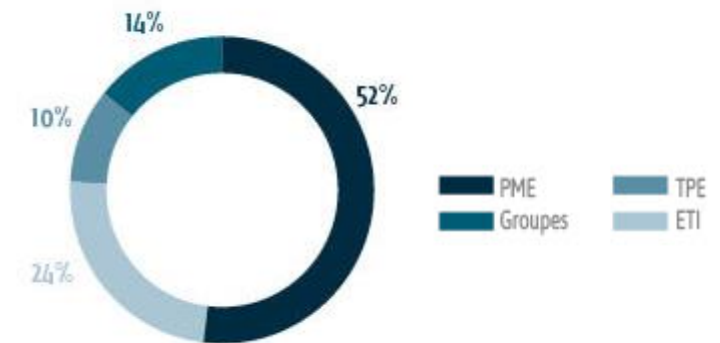
45 markets covered

5 business clusters



Over 300 remarkable skills

Mainly composed of SMEs



WHAT ARE THE OBJECTIVES OF NEOPOLIA

3 main objectives :

- ✓ To commercialise collaborative global industrial offers;
- ✓ To build a business network and strengthen the links with great market players;
- ✓ To support structuring industrial project development.



Federate and allow companies to work together on business issues in order to develop 5 specific industrial sectors gathered in clusters :

Aerospace/Marine renewable and offshore energies/Land mobilities/Marine/Energy



WHO AND HOW ?

Integration into Neopolia and its clusters is done in two successive stages:

1. Join the network

Eligibility criteria:

- To be an industrial or industry service company and to carry on an activity related to one of Neopolia's target markets
- For companies that do not have a presence in Pays de la Loire, be integrated into one of Neopolia's five clusters

2. Become a member of one or more clusters

Eligibility criteria:

- Have an activity that complements the global offer of at least one of Neopolia's five clusters

Once you are a member, you are integrated to the Neopolia business offer.

How we operate

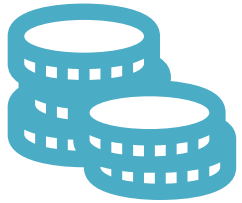
Why choose Neopolia over your traditional provider?



Last year : creation of
NEOPOLIA SAS



PUBLIC FUNDING



- **Public funding (grants) must represent less than 50% of Neopolia's total annual budget**
- **2015-18 : 2,3M€ in public funding**
- **2019-2020 : 1,5M€ in public funding**

➔ **Since its creation (1999), Neopolia has received 6M€ in public funding**

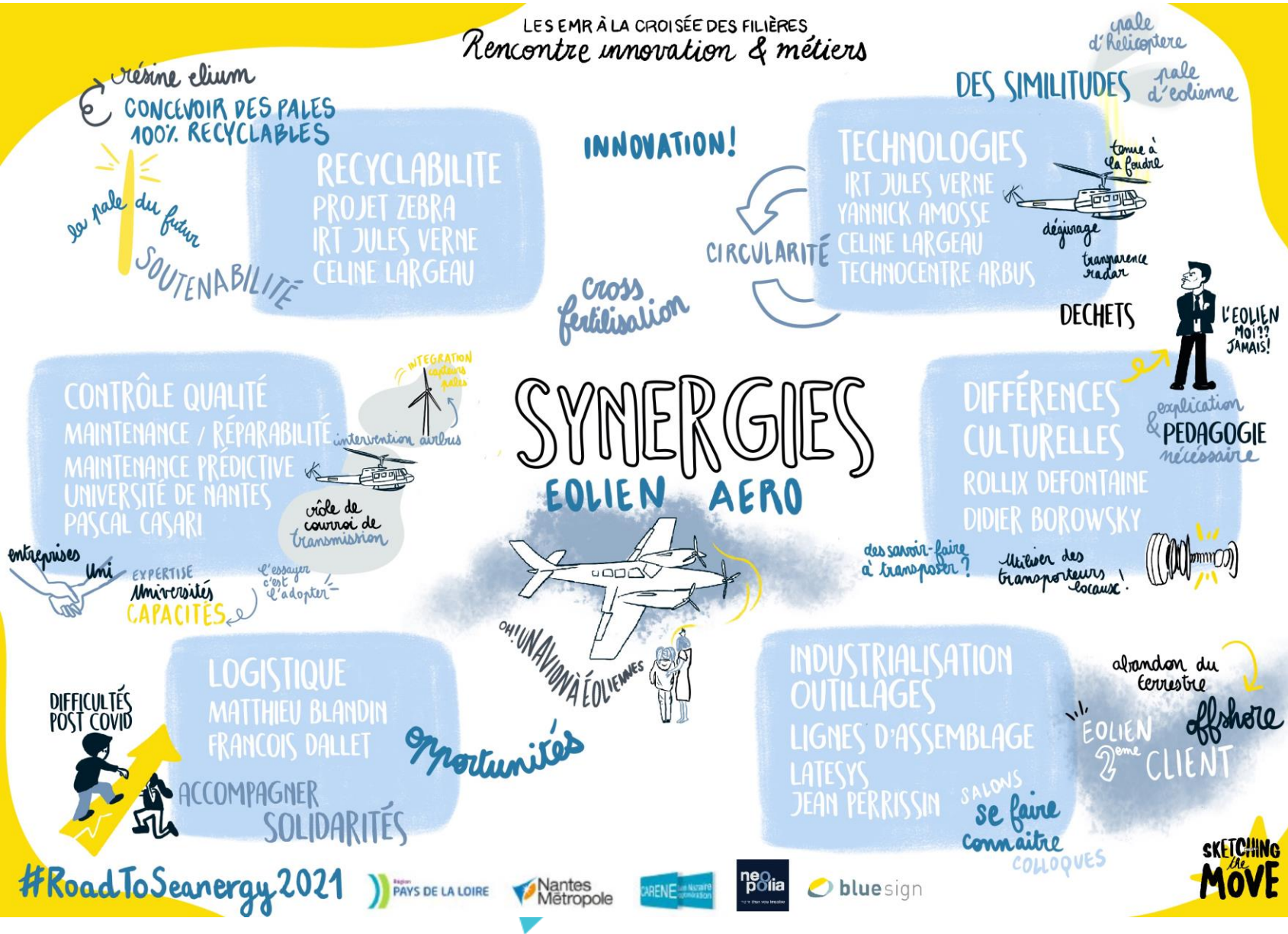
➔ **Generating more than 33M€ of direct collaborative business for its members**



IMPACTS

- **TURNOVER : 22,7M€ for 45 companies in 26 tenders (phase 7 from 2018 till 2018)**
- **Numerous performance indicators :**
Turnover, participations to national and international events, international representations locations, tenders' conversion rate, membership, number of members for each winning tender...
- **Each business cluster evolves in a different economic context and develops its own business strategy, however the strength of the Neopolia network is also its cross-sectoral approach :**
 - **Cross fertilization MRE / aerospace in the Covid-crisis context**
 - **Oil&Gas cluster and Atomouest cluster were dissolved and an Energy cluster was created in 2020**
 - **SAS NEOPOLIA SOLUTIONS benefits to all sector : it will carry the financial risk and present greater guarantee to potential clients**

EXAMPLE OF CROSS-CLUSTER ACTION



November 2020 : a webinar on MRE as a cross sector opportunity

Objective of the event : show the opportunities of MRE development to aerospace and marine industries

The first in a series of event design to help the aeronautical sector in this unprecedented crisis.

EXAMPLE OF CROSS-CLUSTER ACTION

Neopolia TOUR :

Meeting with local companies and local clusters to build Neopolia 2021



24ID MRE:

24-hour business event on innovation and development in marine renewable energy organized by Neopolia MRE with 2 other clusters



LESSONS LEARNED



LESSONS
LEARNED

After 20 years of existence, the Neopolia network is still a relevant tool :

- the 6 months long consultation organised to prepare phase 8 demonstrated that Neopolia is still an important actor and must evolve to adapt itself to new market challenges.
- the association is quite known in each business clusters field; however, it is mainly focus in Loire-Atlantique (1 of 5 counties of Pays de la Loire): one of its objectives for phase 8 is to be recognised and have more members in the rest of the region.

Thank you for listening

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