



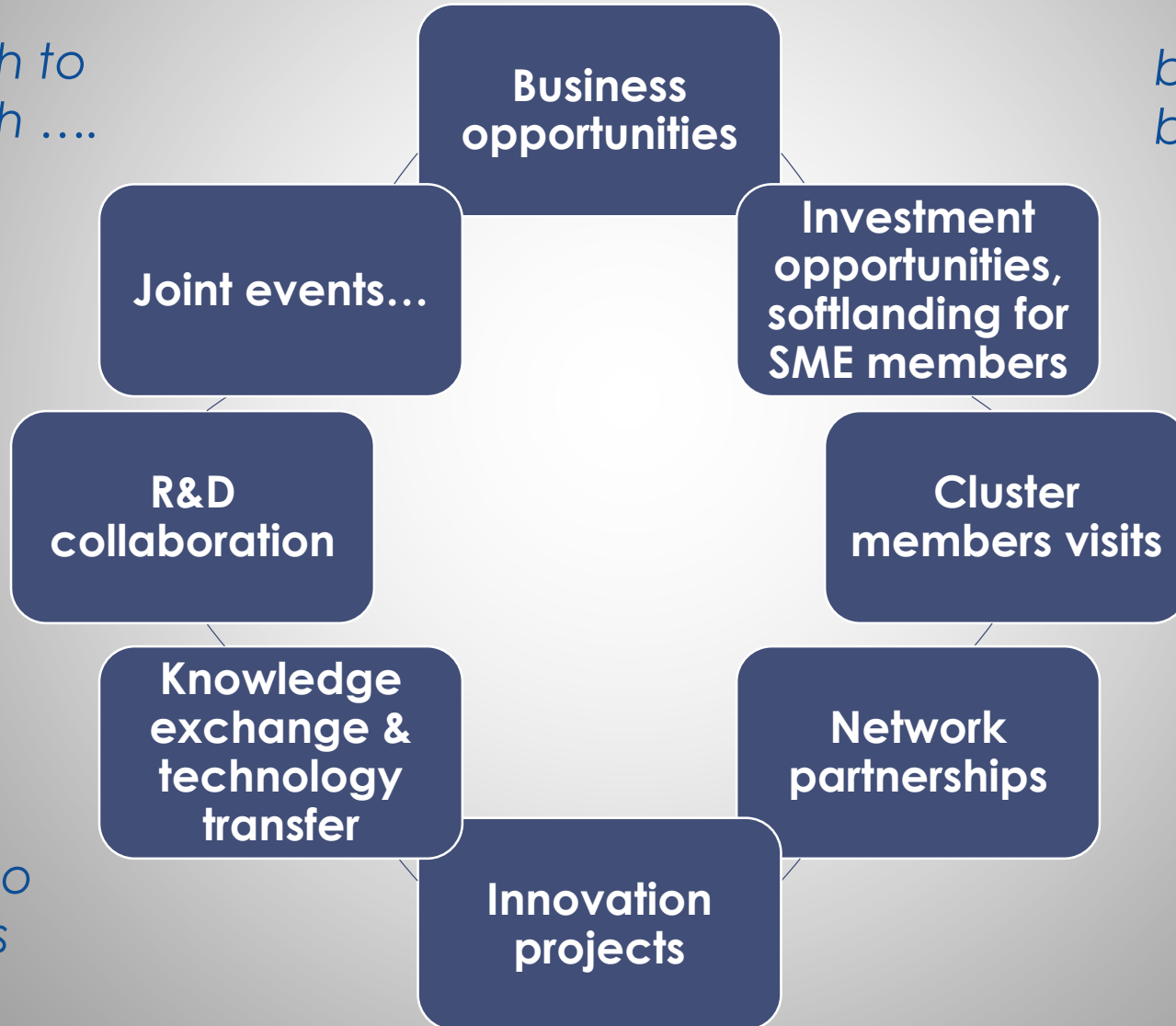
European support tools for Transnational Business-Academia Collaboration

Eva Fadil, inno TSD – BILAT USA 4.0

Transatlantic collaboration – a cluster perspective

*research to
research*

*business to
business*



*cluster to
business*

*cluster to
cluster*

What is a cluster in Europe?

- In Europe **cluster organizations** bring together a number of **members in a network**, *research institutes, universities, large companies, small and medium enterprises (SMEs)...*
 - in a certain **geographic territory** and working in a **specific field (economic sector)**
 - It is often a triple-helix structure**
- **Main objectives:**
 - bring stakeholders from the same territory and related sectors together for synergies
 - support their members' collaboration activity, notably research, development & innovation (RDI) and internationalisation activities
- **Activities:**
 - Networking events, Trainings, Study tours / visits ...
 - Collaborative projects, knowledge and technology transfer
 - Ensure (territorial) policy support
 - 

Transatlantic collaboration - Challenges

- **Different interlocutors & diverse objectives:**
 - Clusters in the EU vs diverse types of organizations in the US
 - Public / Nonprofit / Private
 - Subsidized / Membership / Fee-based
 - Activity focus: Tech Transfer, Business Acceleration, Policy, Advocacy, Networking, ...

- **Cultural Differences**
 - Habits, way of doing business
 - 1 year rule & long term vision
 - Scale: country / state / region
 - Language...



Recommendations & how to proceed

- Clear definition of the **Agenda**
- Clear definition of the **Objectives**: MoU vs. Scope of Work
- Use **existing local contacts**: bi-national chambers of commerce, national support organizations and trade offices, consulates, Enterprise Europe Network (in the EU and the US), Economic Development Organizations as “go-between” in the US: city, region or State...
- Make profit of **existing tools & services**: BILAT USA 4.0; European Cluster Collaboration Platform; ENRICH in the USA – these initiatives can support you!

*networking, networking,
networking*

*Exchange on good practices
& learn from peers*

The European Cluster Collaboration Platform (ECCCP)

The hub for cluster collaboration in Europe and beyond – for the benefit of cluster organizations and their members ... especially SMEs !



www.clustercollaboration.eu

HOME - ORGANISATIONS - STRATEGIC PARTNERSHIPS - MATCHMAKING EVENTS - INTERNATIONAL COOPERATION - PARTNER SEARCH - EU INITIATIVES - NETWORKS -

EUROPEAN STRATEGIC CLUSTER PARTNERSHIPS GO INTERNATIONAL

On 8th March 2016, DG GROWTH of the European Commission has officially launched the newly established "European Strategic Cluster Partnerships - Going International" (ESCP-4i) and held a major partnering event for the different cluster organisations involved in these partnerships.

[Learn More](#)



EASME, 2016. This platform is funded by the EU programme for the Competitiveness of Enterprises and SMEs (COSME).

MATCHMAKING: SAVE THE DATES

8

[Join the Community or
Subscribe for Newsletter](#)

POLL

Is your cluster organisation currently involved in a European funded cluster-related project?

Yes

No

[Vote](#)

[UPCOMING EVENTS | VIEW ALL](#)

DISCOVER THE WORLD OF THE PLATFORM



Cluster Organisations Mapping



EU Cluster Partnerships

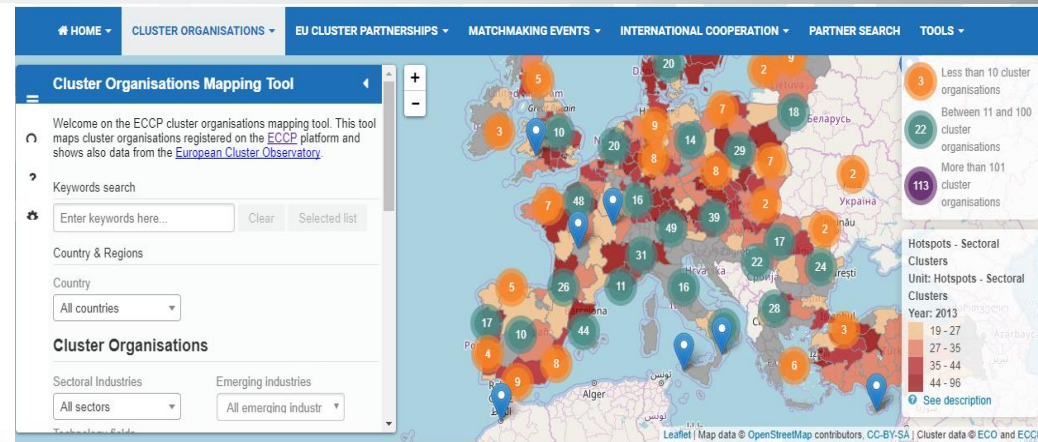


Matchmaking Events



International Cooperation

- ❖ **Cluster mapping tool with 870+ cluster organisations representing 53 countries**
 - search by multiple criteria: sector, technology fields, country...



- ❖ **Weekly news digest** with information from clusters and relevant to RDI collaboration
- ❖ **Partner search tool** with possibility to publish or search a request
- ❖ Specific pages presenting existing **European Cluster Initiatives** and **Cluster Networks** (territories & sectors)

ECCCP – Home of the European Strategic Cluster Partnerships



A dedicated section to promote the **European Strategic Cluster Partnerships Going International (ESCP-4i)**:

<https://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i>

- ❖ List of all partnerships (1st and 2nd generation) with access to detailed partnership profiles
- ❖ ESCP-4i facts: industrial focus, target markets...
- ❖ Key achievements of the 1st generation partnerships: synthesis & individual forms

Currently running European Strategic Cluster Partnerships

Sectoral and Industrial Focus

EU-TEXTILE2030

DISCp
GCA
PIMAP

ICT, IoT & Micro-electronics

Textile

Smart City, Mobility and Transport

ESCT GO GLOBAL
MOBIGOIN-ACTION
GIVE
PERES

SPACE2IDGO
IDEEO
SPACEWAVE

Space applications

Energy and environment

COSMENERG-4i
EC2i
ELBE
GEO-ENERGY EUROPE

Health, Cosmetics and Biotech

Construction
SENTINEL

Agro-food and packaging

ADPACK²
NF4
FOODNET
FOODPACKLAB

LASER-GO GLOBAL
COSMETICS4WELLBEING
MAGIA

ENRICH in the USA

www.enrich-usa.eu



A self-sustaining **network of centres connecting & supporting European R&I actors in the US market**, and thereby strengthening the position of Europe as a world leader in science, technology and innovation



The **delivery of standardised and tailor-made internationalisation support services** to European R&I actors to accelerate their access to the US ecosystem and maximise their chances of success there

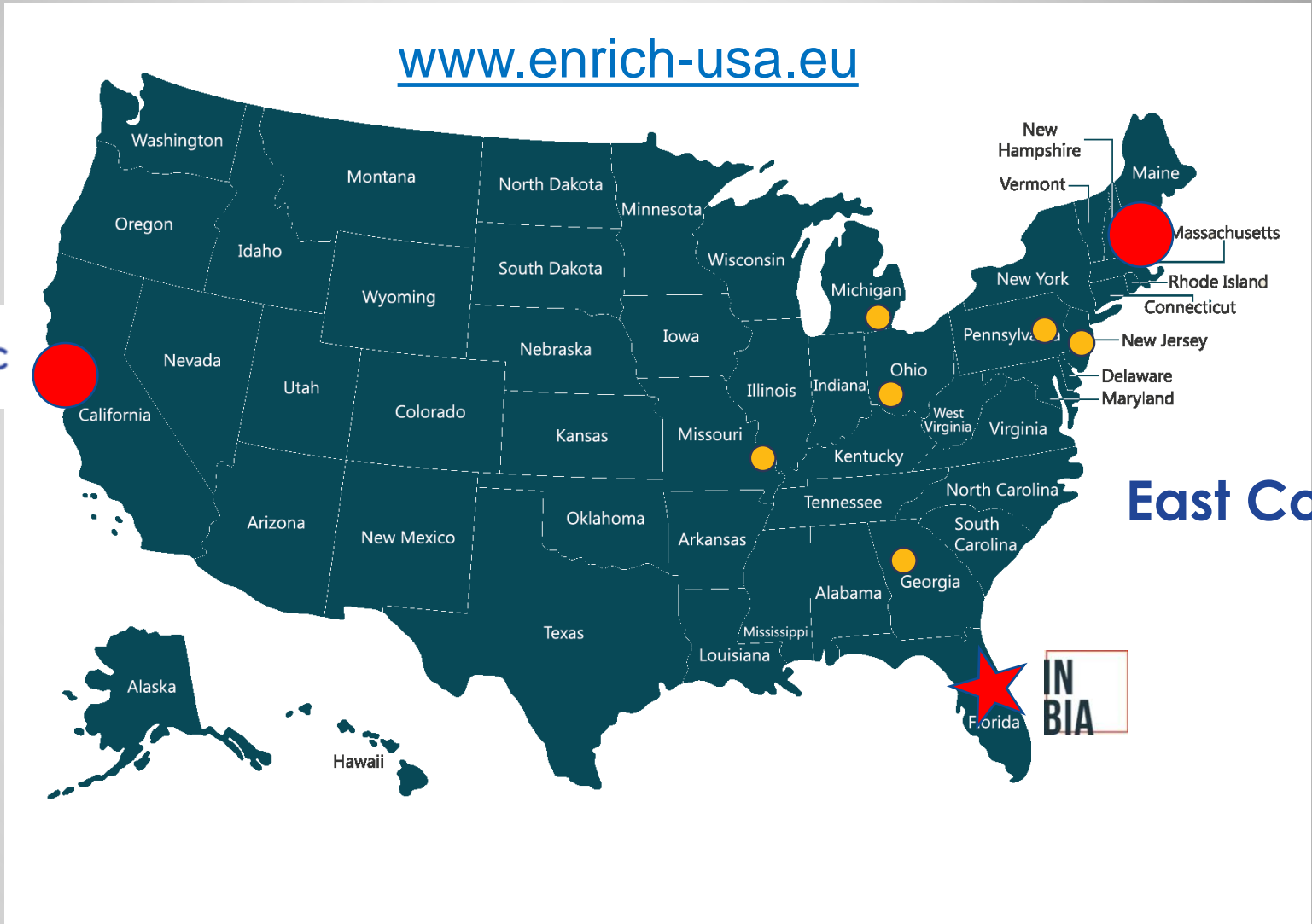


- Excellence in R&I
- Synergies
- Open & Transparent
- Inclusive
- Sustainable
- Responsible R&I
- Added Value & Complementarity



ENRICH in the USA Network

www.enrich-usa.eu



West Coast

East Coast



ENRICH in the USA service portfolio: for researchers, entrepreneurs, start- ups, SMEs, ... and multipliers such as clusters!



INFORMATION SERVICES

Market & RDI Studies,
Funding Opportunities,
First Aid Information
Kits, Partner Search,
Education Modules,
Innovation Pipeline,
EU Roadshows, etc.

**Bundled Information
& Relevant Knowledge**



GUIDANCE, TRAINING & INFRASTRUCTURE

Webinars, Training on
Internationalisation,
Proposal Writing,
Workspace, etc.

**Empowerment-
Competencies
& Capabilities**



MATCHMAKING & EVENTS

Working Visits,
Innovation Tours,
Matchmaking &
Pitching Events,
Research Connection
Symposia, ENRICH
Conference etc.

**Trustful Relations
between
R&I&B Actors**



ADVICE & COACHING

Research
Commercialisation &
Business to Business
Bootcamps, Business
Acceleration
Programme, Media
Promotion, etc.

Customized support

ENRICH in the USA experience



ENRICH in the USA: open calls

Check details on

<https://usa.enrichcentres.eu/opportunities>

Service	Service Date	Call Launch Date	Call Closing Date	Location
Hot desk at the West Coast Centre and Hot desk at the East Coast Centre	Ongoing	Continuously open!	Ongoing Applicants shall apply at least 30 days before the targeted quarter	San Francisco Bay / Silicon Valley Boston
PR/Media Training	December	Open!	November 22 nd	Individual landing hubs
Match&Pitch @CES	January	Open!	December 17 th	Las Vegas
Pitching Event @International Conference on Business Incubation	April 2019	Upcoming	tbd	Minneapolis

ENRICH in the USA: open calls

Service	Service Date	Call Launch Date	Call Closing Date	Location
West Coast Innovation Tour	Spring 2019	Upcoming	tbd	San Francisco Bay / Silicon Valley
East Coast Innovation Tour	June 2019	Upcoming	tbd	Washington D.C., Philadelphia, New York
Matchmaking at BIO	June 2019	Upcoming	tbd	Boston
Match&Pitch@PAC T conference	September	Upcoming	Tbd	Philadelphia



Thank you for your attention!

For more Information

<http://www.EuUsScienceTechnology.eu>



/BilatUs4.0



/groups/4827861



/BILATUSA40



EU-US Implementing Arrangement

IMPLEMENTING ARRANGEMENT
BETWEEN
THE EUROPEAN COMMISSION
AND
THE GOVERNMENT OF THE UNITED STATES OF AMERICA
FOR COOPERATION
BETWEEN RESEARCHERS
FUNDED SEPARATELY BY THE EUROPEAN UNION'S AND THE UNITED STATES
FRAMEWORK PROGRAMMES ON RESEARCH AND INNOVATION

The European Commission and the Government of the United States of America (hereinafter referred to as the "Sides" and each, a "Side"):

Acting in accordance with the Agreement for Scientific and Technological Cooperation between the European Community and the Government of the United States of America, signed in Washington on 5 December 1997, as extended,

Noting that participants in Horizon 2020 are legal entities carrying out an action or part of an

EU as Beneficiary; U.S. as "Research Partner" to the project






EU Partner: Horizon 2020
U.S. partner: brings U.S. funds

EU Partner: H2020 Grant Agreement
U.S. Partner: signs own agreement with their funding organisation

EU Beneficiary and US Research partner can sign MoU or alternative agreement

EU partner: in accordance with H2020 regulations, U.S.: in accordance with U.S. funding organisation

4 Ways of Collaboration within H2020

 4 ways for US researchers to collaborate in Horizon 2020				
	I. Standard Horizon 2020 Terms	II. Article 14a "International Partners"	III. Regular 3 rd party (e.g. subcontract or legal link, EU definition)	IV. EU-U.S. Implementing Arrangement
	 <p>Horizon 2020 project</p>	 <p>Horizon 2020 project</p>	 <p>Horizon 2020 project</p>	 <p>Horizon 2020 project</p> <p>Optional MoU</p>
Considered as:	Beneficiary	U.S. as International Partner - Specific third party linked to one (or more) beneficiaries	Third Party (linked to beneficiary either via sub-contract (Art. 13) or legal link (Art. 14))	EU as Beneficiary U.S. as "Research Partner" to the project
Form of funding:	EU funding from Horizon 2020 in exceptional cases possible and SCI	EU partner funded via H2020 U.S. partner brings own funding	Payment for service (subcontract) or funding for task possible (legal link) from linked beneficiary	EU Partner: Horizon 2020 U.S. partner: brings U.S. funding
Agreement with funding organisations:	H2020 Grant Agreement	No legal obligation to sign an agreement, but U.S. international partner must be named in Grant Agreement	EU Partner: Grant Agreement U.S. Partner: Subcontract or legal link with beneficiary	EU Partner: H2020 Grant Agreement U.S. Partner: signs own agreement with their funding organisation
Agreement in consortium:	Consortium Agreement in accordance with H2020 regulations All parties share complete workload	Can sign MoU or alternative agreement U.S. partner has responsibility for specific task	Specific service/task (subcontract) or task (legal link 3rd party) defined in contract between H2020 partner and U.S. entity; no further information on project data than that regarding assigned service or task is provided	Can sign MoU or alternative agreement
Form of Reporting:	In accordance with H2020 regulations (and via Participant Portal)	EU partner in accordance with H2020 regulations and can report about U.S. International Partner U.S.: In accordance with US funding organization but reports to EU partner	Subcontractor is paid via invoice to linked beneficiary. EU beneficiary receives money from H2020	EU partner: In accordance with H2020 regulations, U.S.: In accordance with U.S. funding organisation



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The information set out in this list are those of the author(s) and do not necessarily reflect the official/current stage of the funding rules of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.



www.EuUsScienceTechnology.eu

See <http://www.EuUsScienceTechnology.eu>