Clusters of Social and Ecological Innovation
(CSEI)

UNIMOS
alliance

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UNIMOS

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INTRODUCTION

Professional background

- President of UNIMOS Foundation and Manager of AgroBioCluster – agrifood and bioeconomy cluster based in Poland
- 20 years of experience of clustering in July 2024
- Cerfified cluster facilitator since 2006
- Work experience in Europe and Latin America
- Co-founder of Eastern European Food Clusters Network
- Member of Plant InterCluster Network (PIC Network)
- Responsible for clustering, stakeholders engagement and synergies in several EU projects financed from COSME, Horizon Horizon 2020, Horizon Europe and Single Market Programme
- Responsible for leading cluster and social innovation cluster within the SCALE UP project

- Passionate about multilevel collaborations
- Inspired by nature, physics and chemistry and connecting it to professional activities related to developing and managing clusters and collaborative mechanisms between business, science, regions, clusters and civil society

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Twin transition

Green transition

New growth strategy, which will transform the European Union into a modern, resource-efficient and competitive economy

Digital transition

Unlock digital growth potential and deploy innovative solutions for businesses and citizens, and to improve the accessibility and efficiency of public services.

Triple bottom approach (3 P´s)

ENVIRONMENTAL
making a positive impact on the planet

SOCIETAL

creating value
for all stakeholders
impacted by business
decisions, including
customers,
employees, and
community members

ECONOMICAL

Powering business to to effect positive
change in the world without hampering
financial performance

PEOPLE

PLANET

PROFIT

Triple-layer innovations

Evolution of Business Model Canvas
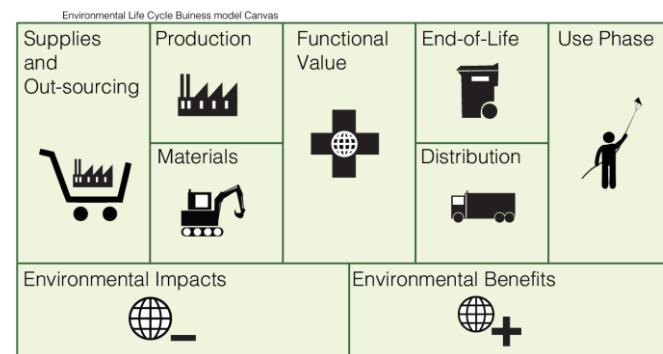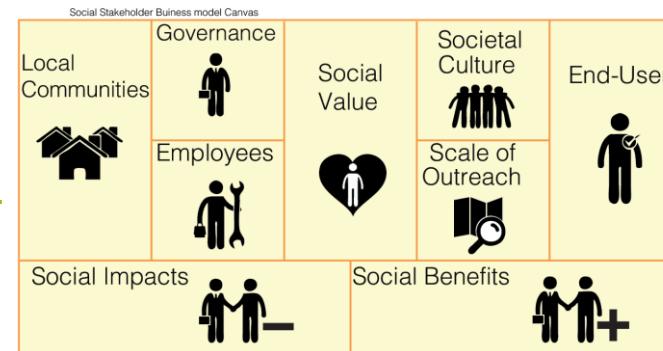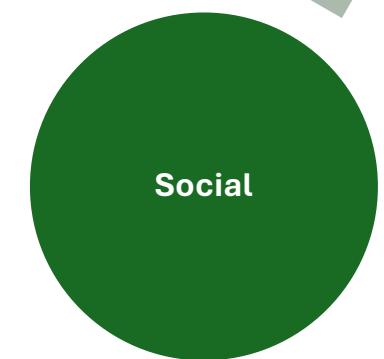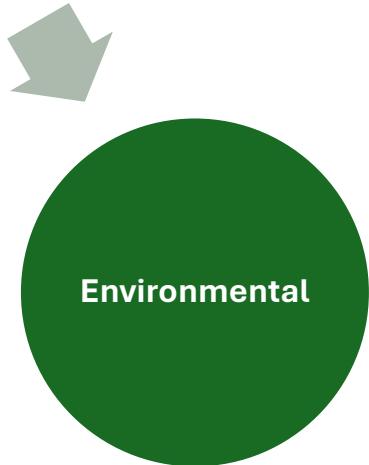
ESG

ESG stands for environmental, social, and governance.

ESG investing is related to how companies score on these responsibility metrics and standards for potential investments.

Environment

Social

Governance

How a company safeguards the environment.

How it manages relationships with employees, suppliers, customers, and communities.

Governance measures a company's leadership and shareholder rights.

Clustering

Clusters as bridge builders and facilitators of growth of business, research and public administration.

Are seen as essential poles to support the green and digital transition of European companies and especially SMEs.
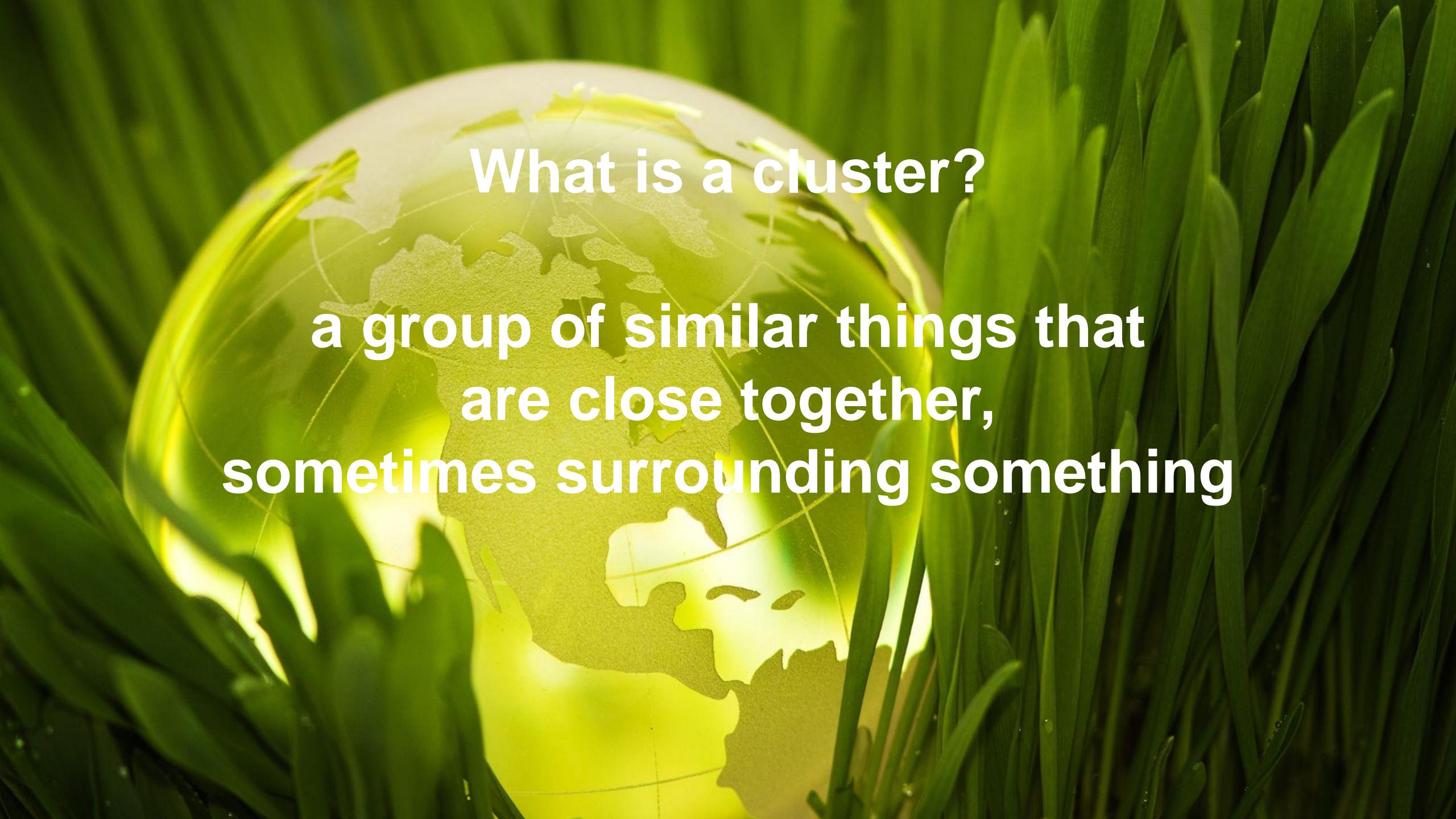
CLUSTERS

What is a cluster?

a group of similar things that
are close together,
sometimes surrounding something
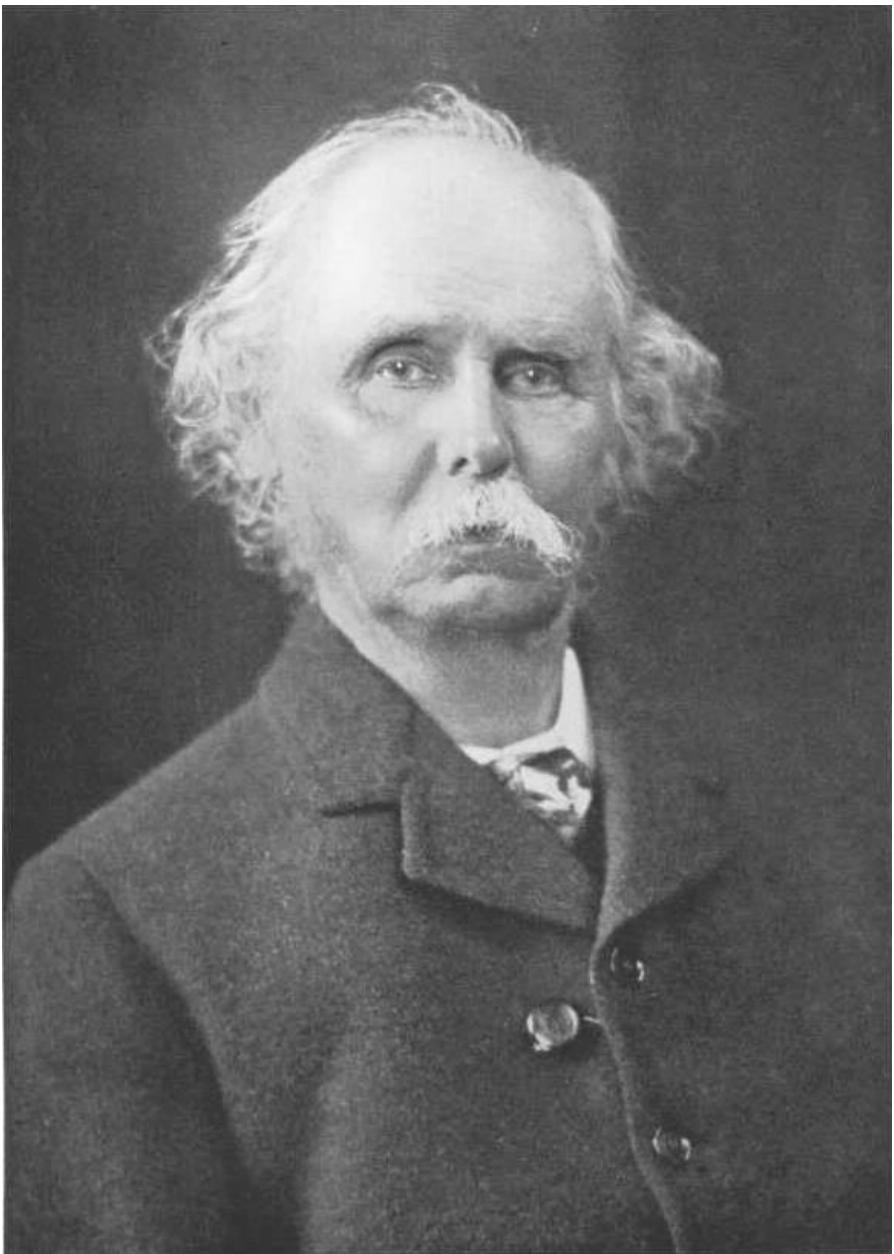
Alfred Marshall

1842 – 1924

English economist

Clusters = industrial districts

"concentration of specialized industries in particular localities"

Alfred Marshall

A localised industry is 'an industry concentrated in certain localities'.

The *reasons* for a geographical concentration of firms
- needs of the manufacturers **to be close to the resources** on which they depend.
- **physical conditions** (such as climate, soil, mines, quarries, access to land or water).
- '**the patronage of a court**' that produces a 'demand for goods of specially high quality'
- the **presence of a town:** 'almost every industrial district has been focussed in one or more large cities
- after a time factories, requiring more space than was easily to be had where ground values were high, tended to the outskirts of the city and new factories grew up increasingly in **surrounding rural districts** and small towns'

Economies developed faster and became more efficient when they specialised in one sector and co-located through agglomeration.

Michael E.Porter

1947-

American academic, business strategists, autor of The Competitive Advantage of Nations" in 1990

**Clusters
=
geographic concentrations
of interconnected companies
and institutions in a particular field**

US Clusters

Silicon Valley in California

Financial services in New York

Seattle
Aircraft equipment and design
Boat and ship building
Metal fabrication

Oregon
Electrical measuring equipment
Woodworking equipment
Logging and lumber supplies

Boise
Sawmills
Farm machinery

Las Vegas
Amusements and casinos
Small airlines

Phoenix
Helicopters
Semiconductors
Electronic testing labs
Optics

Carlsbad
Golf equipment

Los Angeles area
Defense and aerospace
Entertainment

Silicon Valley
Microelectronics
Biotechnology
Venture capital

Colorado
Computer-integrated systems and programming
Engineering services
Mining and oil and gas exploration

Wisconsin/Iowa/Illinois
Agricultural equipment

Minneapolis
Cardiovascular equipment and services

Omaha
Telemarketing
Hotel reservations
Credit card processing

Witchita
Light aircraft
Farm equipment

Dallas
Real estate development

Warsaw, Indiana
Orthopedic devices

Western Michigan
Office and institutional furniture

Michigan
Clocks

Cleveland/Louisville
Paints and coatings

Nashville/Louisville
Hospital management

Dalton, Georgia
Carpets

Baton Rouge/New Orleans
Specialty foods

Southeastern Texas/Louisiana
Chemicals

Detroit
Auto equipment and parts

Providence
Jewelry
Marine equipment

Western Massachusetts
Polymers

Rochester
Imaging equipment

Boston
Mutual funds
Biotechnology
Software and networking
Venture capital

Hartford
Insurance

New York City
Financial services
Advertising
Publishing
Multimedia

Pennsylvania/New Jersey
Pharmaceuticals

North Carolina
Household furniture
Synthetic fibers
Hosiery

Pittsburgh
Advanced materials
Energy

Southern Florida
Health technology
Computers

Source: screenshort from https://hbr.org/1998/11/clusters-and-the-new-economics-of-competition

Silicon Valley

Geographic concentration

Interconnected firms

Source: screenshot http://iaedsistemas.blogspot.com/2016/09/cluster-agricola-y-silicon-valley.html

Antoni Subirá

1940 – 2018

Minister of Industry, Trade and Tourism
at the Catalan Government between 1989 and 2002.

Pioneer in applying cluster-based economic development policies

from Michael Porter's book
"The Competitive Advantage of Nations" in 1990

Jon Azua

1953 -

Former Deputy Prime Minister and Minister for Health and labor, Minister for Industry and Energy in the Basque Government

Among the first government leaders to apply cluster-based economic policies

long before the concept became widely known

Esteban Garcia de Motiloa

1967-

Transferred Basque country´s cluster experiences to Uruguay to address economic crisis via cluster cooperation and export promotion

with expert collaboration of Jon Azua and support of European Union

Source: screenshot from https://x.com/gestamp_es/status/1588122124522332162/photo/1

European Cluster Collaboration Platform

As of 2020, more than 3000 clusters exist in the EU.

Their members employ over 50 million people.

They account for almost every fourth job in Europe (61.8 million jobs or 23.4% of total employment) and about half of the jobs in exporting industries (50.3%).


44

798   581

7

1432

as of 2nd June 2024

View List of Results ⇥

Introduce a Partner Request ⇥

ⓘ 1432 results found

Source: https://clustercollaboration.eu
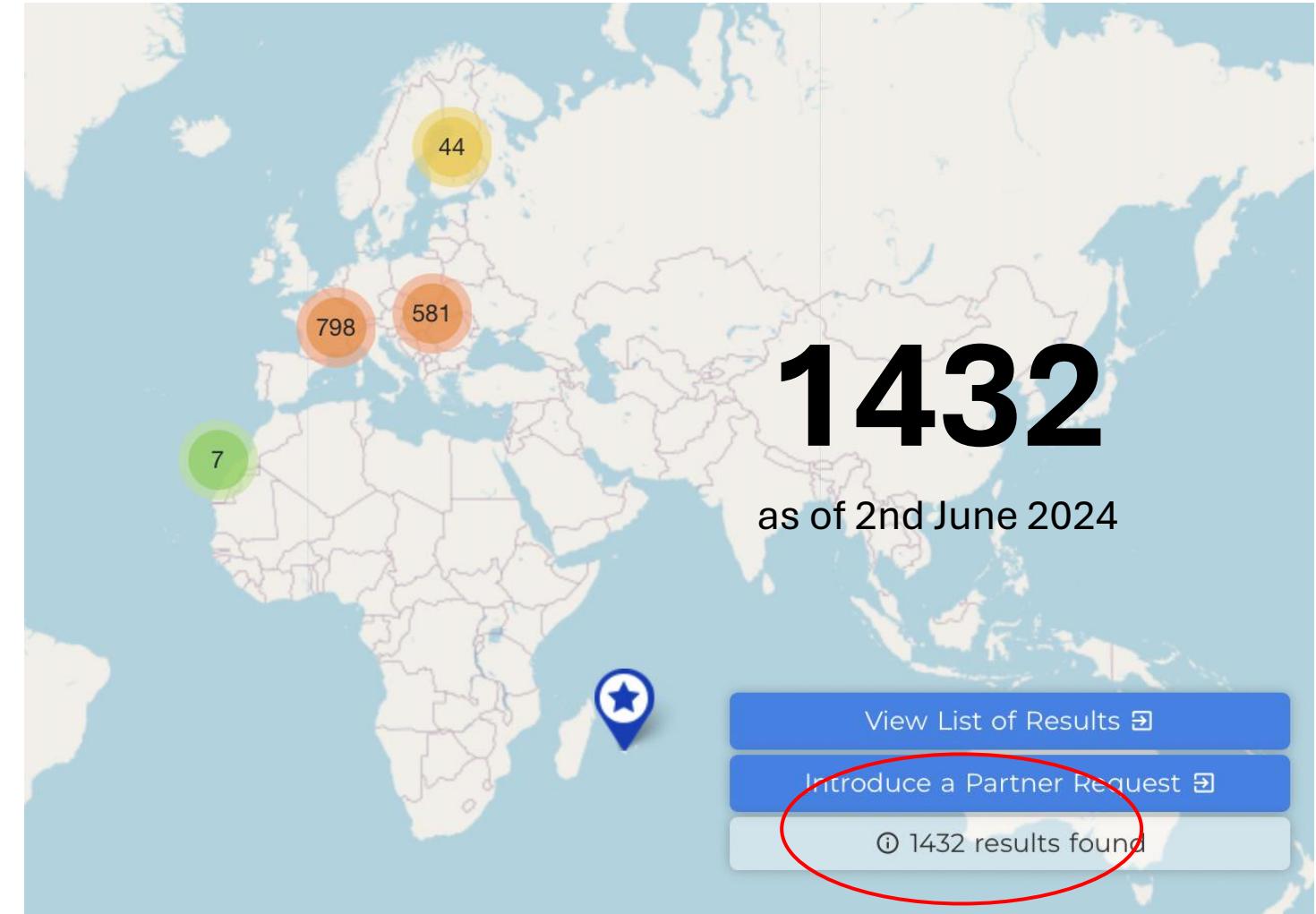
Cluster organizations

Cluster Organisation (CO) is as a driving force of the cluster.

Cluster organisations are the legal entities that support the strengthening of collaboration, networking and learning in innovation clusters.

Cluster management team is responsible for managing and orchestrating resources, workloads, and services within a cluster.
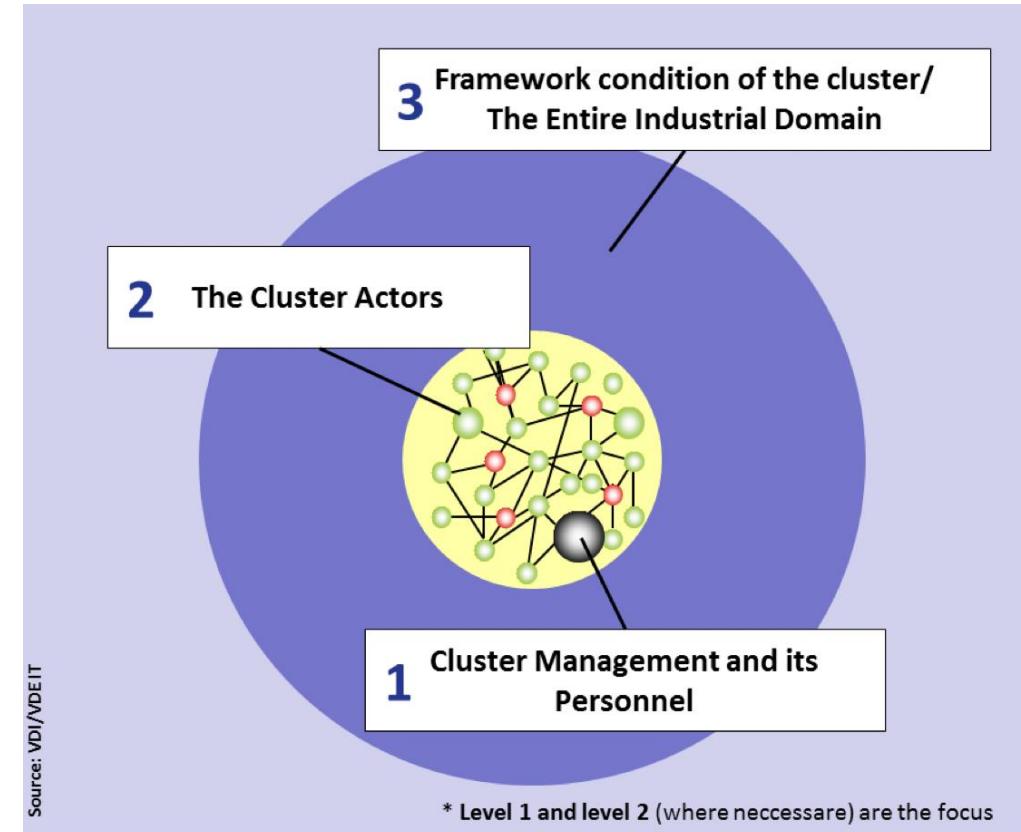
Evolution of models
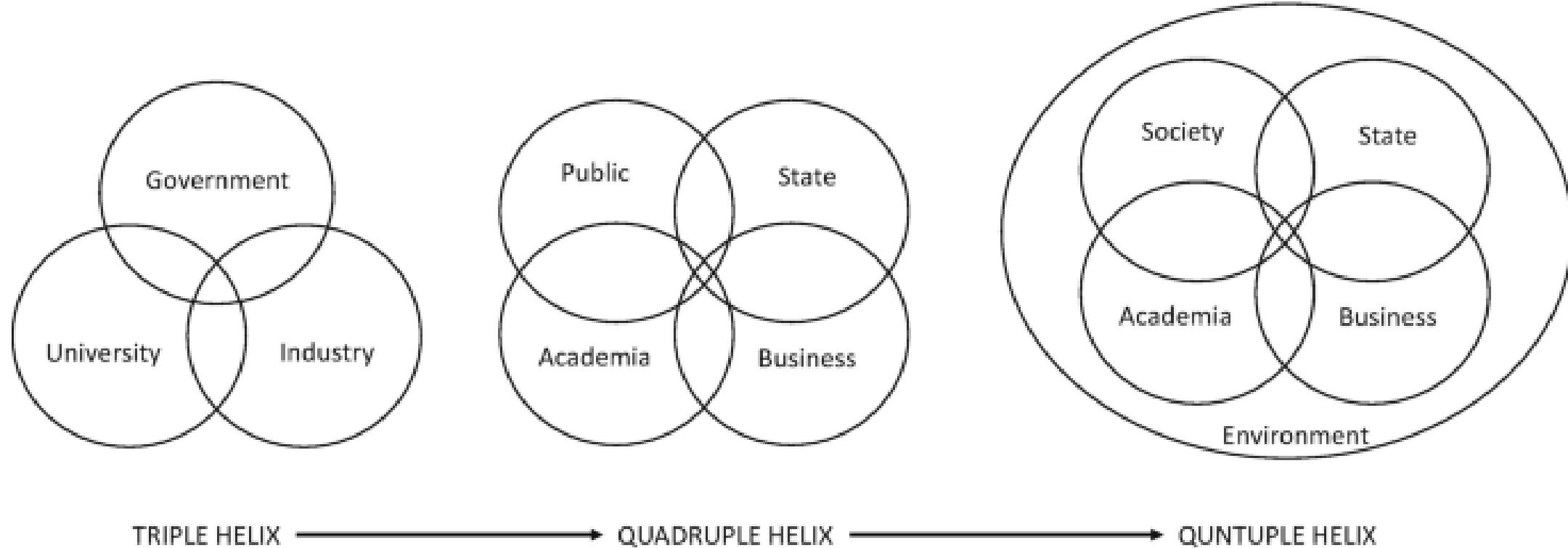
TRIPLE HELIX → QUADRUPLE HELIX → QUNTUPLE HELIX

EU support for
CLUSTERS

ECEI, ESCA and EUCLES

European Cluster Excellence Initiative (ECEI) was initiated by the European Commission DG Enterprise and Industry in 2009, developed methodologies and tools to support cluster organisations to improve their management capacities and capabilities. The 13 project partners of the European Cluster Excellence Initiative invented a uniform set of cluster management quality indicators and developed a quality labeling system featuring the three quality labels BRONZE, SILVER and GOLD for professional cluster management.

The European Secretariat for Cluster Analysis (ESCA) is the one-stop shop for promoting Cluster Management Excellence through benchmarking and quality labelling of cluster management organisations worldwide.

Quality Label for Cluster Organisations
- Structure of the Cluster (composition, geographic concentration and commitment)
- Cluster Management
- Financing
- Strategy, Objectives, Services
- Implementation Plan

EU support for clusters

European Cluster Partnerships | Innovation

The European Cluster Partnerships | Innovation addresses the challenge to develop new cross-sectoral industrial value chains across the EU, by supporting the innovation potential of SMEs.

European Cluster Partnerships | International

The European Cluster Partnerships | International facilitates collaboration on internationalisation strategies and helps European SMEs access markets beyond Europe.

European Cluster Partnerships | Excellence

The European Cluster Partnerships | Excellence supports the development of cluster management excellence and strengthens strategic cross-regional collaboration between industrial clusters across Europe.

**European Cluster Partnerships | Smart Specialisation**

The European Cluster Partnerships | Smart Specialisation facilitates cluster cooperation in thematic areas related to regional smart specialisation strategies.

European Strategic Cluster Partnerships for Innovations (INNOSUP)

The European Secretariat for Cluster Analysis (ESCA) is the one-stop shop for promoting Cluster Management Excellence through benchmarking and quality labelling of cluster management organisations worldwide.

Quality Label for Cluster Organisations:

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Agro-food and packaging ICT & Digitalisation
DIGICLUSTERS
LV PL ES LT

Smart buildings/city ICT & Digitalisation
CYBER SECURE LIGHT
IT ES SI FR PL HU

Agro-food ICT & Digitalisation
Connsensys
BE HU DE ES FR

Aerospace
EACP-EUROSME
IT DE CZ FR UK

SMART SPECIALISATION

Agro-food ICT & Digitalisation
TRACK
FR RO IT ES NL

Textile
TEX4IM
IT RO ES PT
CZ SE FR

Automotive
EACN
FR ES PL BG RS

Medical technology/Health ICT & Digitalisation
AI4Diag
FR IT ES EE BE

Medical technology/Health
S3martMed
FR BE IT PL DE
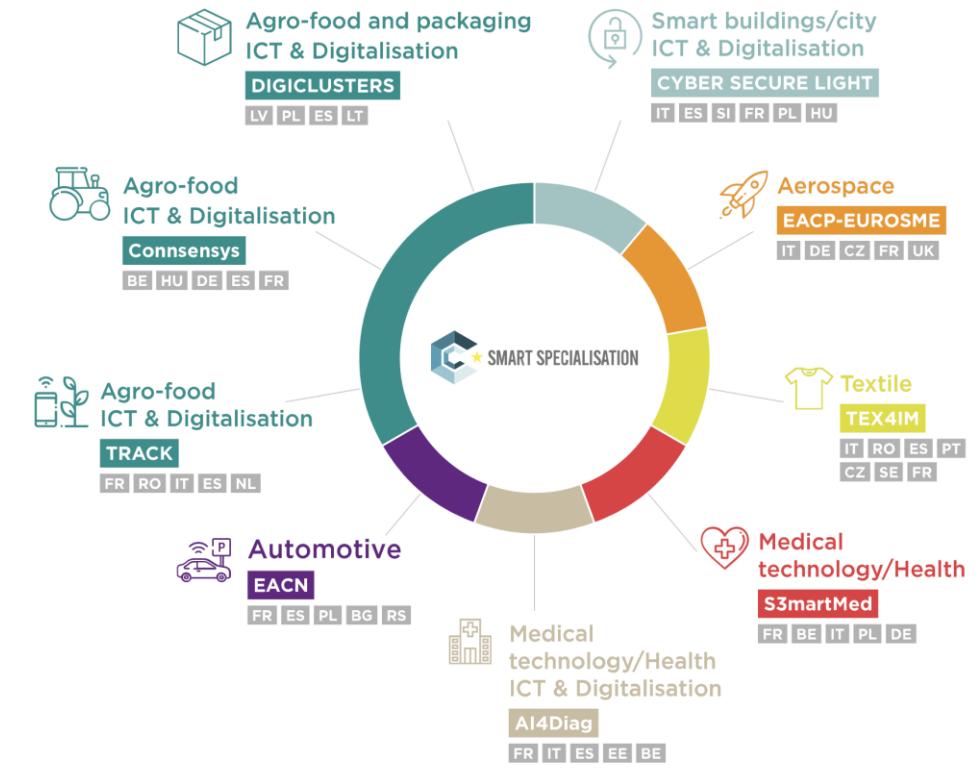
European Strategic Cluster Partnerships for Smart Specializations (ESCP S3)

The European Cluster Partnerships | Smart Specialisation facilitates cluster cooperation in thematic areas related to regional smart specialisation strategies.

The nine EU Cluster Partnerships, active since the autumn of 2018, involve 57 partners from 19 European countries active in various industrial sectors.
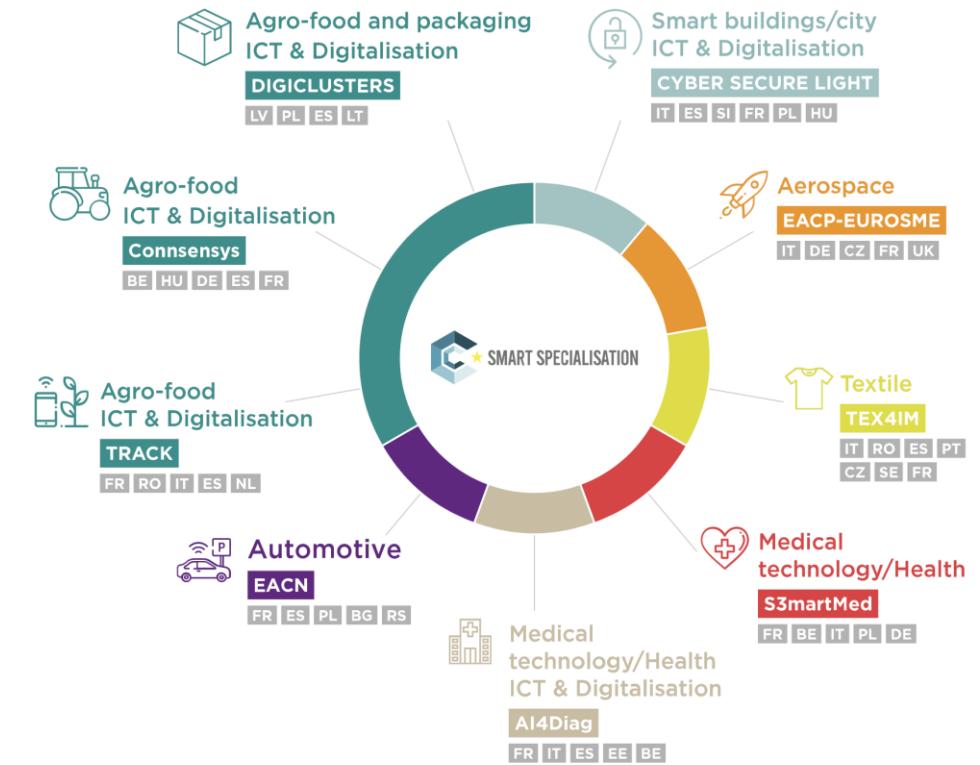
European Strategic Cluster Partnerships for Going International (ESCP 4i)

The European Cluster Partnerships for Going International aim to develop and implement joint internationalisation strategies to support SME internationalisation towards third countries.

In total, 80 co-funded partnerships between 2016-2024 in four funding cycles.

For instance, between 2020-2022 the Partnerships were made up by 78 clusters covering 20 European countries. The Partnerships will be active, mainly, in the following sectors: clean-tech and environmental services, energy, health, mobility, smart cities, ICT, electronics, textiles and hospitality. Nineteen countries are targeted with the USA, Canada, China, and Japan being the most popular ones.

European Strategic Cluster Partnerships for Excellence (ESCP 4x)

The European Cluster Partnerships | Excellence supports the development of cluster management excellence and strengthens strategic cross-regional collaboration between industrial clusters across Europe.

The action aims at facilitating cross-cluster networking and learning, to support the professionalisation of specialised and customised business support services to SMEs, as well as ClusterXchange Programme.

For examples, the 4th Generation of European Cluster Partnerships for Excellence funded 15 new Partnerships, bringing together 78 cluster organisations from 23 different COSME participating countries across 9 different industrial ecosystems.

Euroclusters

From 1st September 2022, 30 Euroclusters have been launched to implement the EU Industrial Strategy. Euroclusters are cross-sectoral, interdisciplinary and trans-European strategic initiatives of industry clusters and other economic actors such as research organisations, companies, etc.

- €42 million from the Single Market Programme have been allocated to this first wave of Euroclusters, composed of

- 171 partners, covering 23 different countries (22 EU Member States) and all 14 industrial ecosystems.

- 20 Euroclusters work on concrete initiatives in specific industrial ecosystems while 10 Euroclusters work across several industrial ecosystems.

Proximity and social economy

SOCIALTECH4EU

Source: https://clustercollaboration.eu/euroclusters
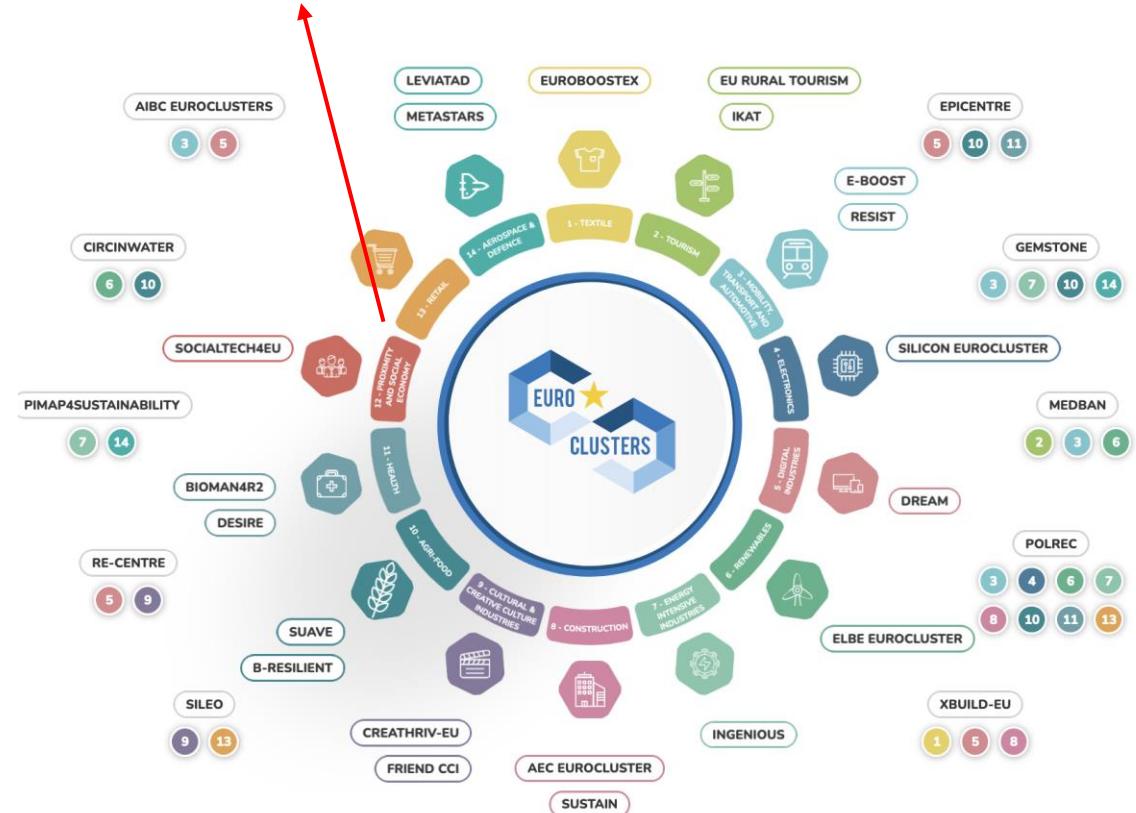
CLUSTERS
OF SOCIAL AND ECOLOGICAL
INNOVATIONS
(CSEI)

Definition of CSEI
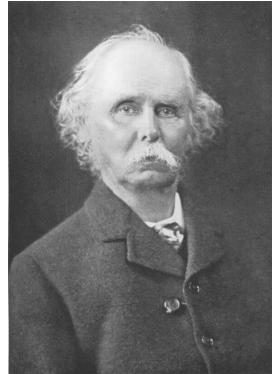
"concentration of specialized industries in particular localities"

¨Clusters are defined as groups of firms, related economic actors, and institutions that are located near each other and have reached a sufficient scale to develop specialised expertise, services, resources, suppliers and skills¨

Clusters of Social and Ecological Innovation (CSEI)

group mainly social economy entities with mainstream enterprises, civil society organisations, public authorities, education and research institutions

that cooperate in a particular location

to improve local economic, ecological and societal prosperity and regeneration

by facilitating cooperation, pooling of resources and enhancing innovation capacity.

CSEI

Clusters of social and ecologic innovation (CSEI) provide **prosperity in territories** in numerous sectors, **help build resilient local value chains** and **serve a broad range of stakeholders.**

The main strength of these clusters is their capacity and know-how in terms of **cooperation stemming from the values of the social economy** as ell as their **capacity to experiment and innovate.**

Can suport boosting **different types of innovations**, including:

- Economic innovation
- Social innovation
- Ecological innovation
- Governance innovation

CSEI and social clusters

Social clusters – open space for social innovation development

- **embrace several sectors**
- are often **formed in a specific geographical área**
- open spaces which people can access from the outside beyond its geographic restrictions
- **flexible and community-rooted**, consisting of a **concentration of entities representing non-governmental organisations, traditional and socially-oriented enterprises and other institutions. Its benefits correspond to the benefits of traditional forms of networks and clusters, such as exchange of experience, mix of skills and innovation** (Reves, 2018)
- They are pivotal in promoting a **new culture of cooperation and competition**, where diverse stakeholders have the same rights and obligations.

CSEI aims

- mutual capacity building,
- technological innovations,
- market exploration
- heritage development,
- sustainable food and agriculture (short circuits, organic, catering, solidarity groceries),
- cultural and artistic activities,
- local tourism,
- information,
- formation and communication projects,
- collaborative and sharing activities,
- insertion and securing courses,
- services to the individual,
- employee and volunteer

Alignement

Clusters of social and ecological innovation are considered ideal vehicles to align local SMEs, social enterprises, citizens' initiatives, local-regional governments and research to help **digital and sustainable transition of a local and proximity economy.**

It's important to highlight that **"proximity & social economy"** ecosystem is one of 14 industrial ecosystems identified in the European industrial strategy offering tools for green and digital transitions of EU Industry

CSEI and economic innovations

In terms of **economic innovation**, clusters organization takes and promotes a proactive attitude towards economic development and growth.

It facilitates **access to new resources, ideas and knowledge**, supporting change and **fostering new development strategies**.

Economic proactivity and flexibility are crucial, because socio-ecological transition brings about new, complex and diverse socioeconomic challenges that need to addressed in a proper way.

Being part of larger cluster ecosystem **adds a new economic value to pre-existing resources**, as they can be **transformed or re-created in new and different ways.** Thanks to it, cluster members can diversify its economic and financial sources

CSEI and social innovations

In terms of **social innovation**, being a part of a collective process enlarges the ability to generate new social models that involves different actors and resources.

The social intervention model is based on **cooperation and recognition of the contribution of each of the members,** allowing the development of hybrid eco-social intervention models that combines ecological (for example, recycling) and social (job creation) issues.

Thanks to its local dimension, social models and strategies developed within clusters **can better take in consideration the specific cultural, economic, political and social dimensions of the challenges**. Social capacity building is strongly interconnected with cluster activities in terms of ensuring an **equitable access to resources and opportunities** to every social economy organization, supporting inter-organisational flexibility in resources allocation.

CSEI and ecological innovations

In terms of **ecological innovation**, **they** can be fostered in clusters that achieved organizational capacity given by a collective power.

Different ecological models implemented by clusters (for instance, circular economy or ecological buildings) raise awareness and constitute examples that other economic agents may follow and learn from.

Through clusters, social economic initiatives may find a **more sustainable, solid and coherent structure to affirm and advocate for environmental principles and strategies.**

CSEI and governance innovations

Governance innovation is refered to the possibility to put in **practice different forms of governance** which are aligned with the cluster objectives and strategies.

Clusters are able to **identify, implement and configurate forms of cooperative governance** that imply ownership, members' participation and other forms of representativeness in general.

Clusters **embrace different stakeholders**, values and objectives of entities representing different sectors and industries which represent complex task of managing interventions.

Governance and activities
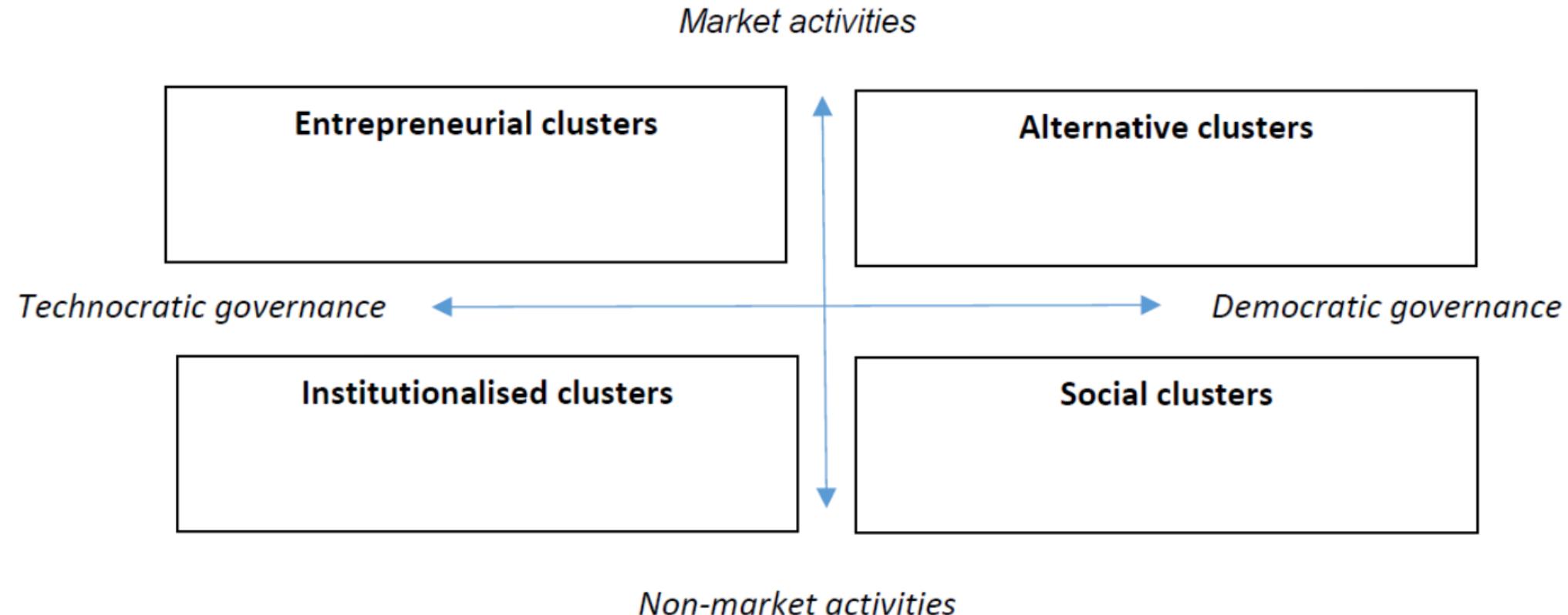
Examples of activities

- Facilitation of collaboration between members
- Promotion of activities (marketing/visibility)
- Facilitation of cross-sectoral cooperation
- Enabling facilities sharing
- Periodic information dissemination
- Trend-scouting (ideas for innovative projects)
- Support of knowledge transfer
- Access to public support Innovation management/supporting innovation processes

CSEI multi-actor approach

CSEI has a **multiple partnership approach** and is based on the classic cluster model and aims to stress the **unique combination of a versatile partnership to foster specific social, ecological but also technology innovation capacities.**

It also stresses the potential opportunities for cooperation with mainstream clusters in a local and European context.

SCALE UP metaCSEI

Meta Cluster on Social and Ecological Innovation in the Bioeconomy (metaCSEI)

a voluntary, open partnership of the six SCALE-UP platforms, members of the Community of Practice and other innovation agents interested in further jointly fostering **bio-based social and ecological innovations in a rural development context**.

Coming soon!

+ community of practice
+ international actors
+ other innovation actors
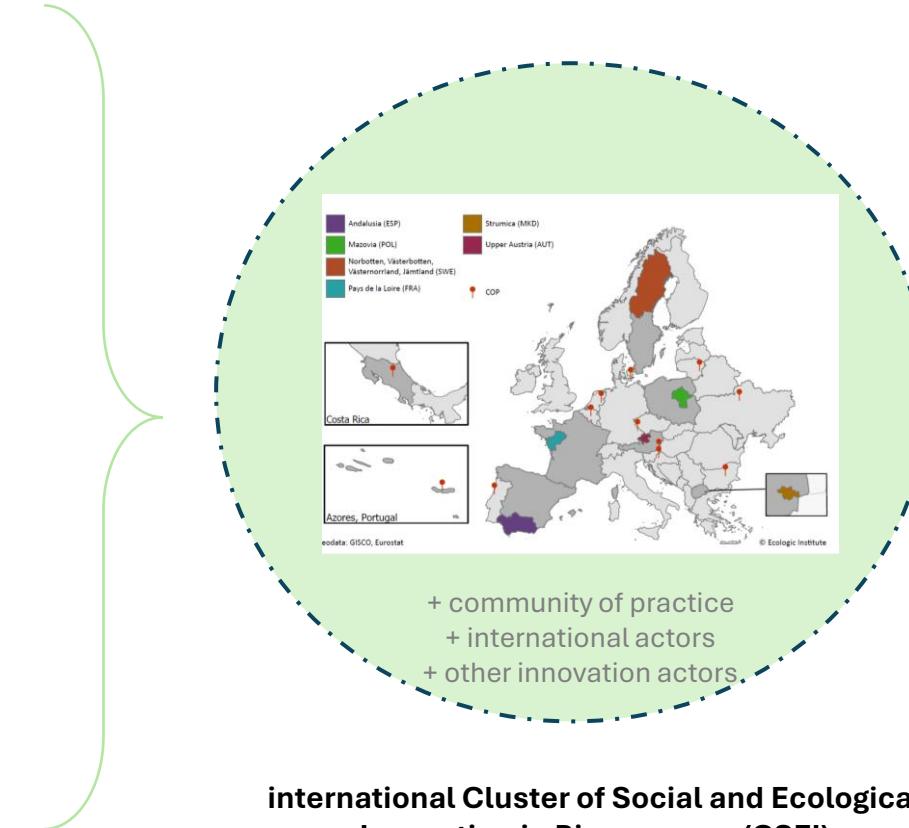
international Cluster of Social and Ecological Innovation in Bioeconomy (CSEI)

Thank you!