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<b>Author(s):</b>	Cristina Urtiaga and Cristina Murillo
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**Abstract:**

This deliverable present the brochure created to communicate the Intermediate Join Action Plan.

**Keyword list:** Intermediate Join Action Plan, Goals, Subgoals

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# 1 Executive Summary

The Deliverable D7.3 Brochures with Cluster Research Agenda and Implementation Plan constitutes the second public brochure of CLINES Project and deals with the activities and the results achieved during the first 21 months of the project, where one of the main results has been the Intermediate Joint Action Plan that is also based on the work presented in deliverables such SWOT of Cluster Competences, Regional Mach Analysis, ....

A first brochure, with the general description and the objectives of the project, was issued in 2014.

The brochure synthetically describes and presents the Intermediate Joint Action Plan. Throughout these months and along the different project meetings carried out by the project partners we have considered more appropriate to include the Cluster Research Agenda in the Final Joint Action Plan. This is so since the WP results (especially WP4 and WP6) have not being defined yet, but they are key to build a more accurate overview of the Cluster Research Agenda.

The Target of the Deliverable is the widest public, with special attention to CLINES Regional Interest Groups and Stakeholders.

The Brochure is intended for distribution via the CLINES website, by mailing and in printed form at the meetings and workshops concerned.

## 2 Introduction

An information brochure about the Intermediate Join Action Plan was produced. On 6 pages it describes the 5 goals and subgoals as well as suggested actions to meet this goals. The key project overview is given, as well as information on the project partners, and the URL for the project web site.

The aim of this brochure is to deliver clear information to a broad audience, but always having the focus on CLINES Regional Interest Groups and Stakeholders on Embeded Systems for Smart Cities, of CLINES Intermediate Join Action Plan. In parallel we would like to encourage the dialogue about the suggested Goals, subgoal and actions, due that the obtained feedback will build a consistent Final Action Plan that will be aslo of interest to those groups.

### 3 Brochure Presentation

The brochure appearance has been carefully elaborated, by showing a clear CLINES's Project Identity, as established in deliverable D7.1 CLINES Dissemination Plan where other communication materials as Website and leaflet has been presented.

It was designed taking into account the graphic characteristics of the logo and the website. In this way, all the project communication tools show a coherence which makes the communication and dissemination strategy effective.

As for the structure, the brochure has been thought to be as much straightforward as possible, giving few but clear elements to promptly catch the objectives of the Intermediate Joint Action Plan in a comprehensive way.

The Brochure is an 6 page PDF document that can be used both as leaflet as a PPT presentation since the document appearance is a 3/9 that can be easily projected in a wide screen, and without forgetting the printing possibilities by each partner or recipient.

If necessary, it can be translated into one of the national languages of the project partners under the lead of the respective partner (for example for the purpose of a dissemination event).

The Brochure contains the following elements:

- Front Page: Motto and full title of the project; the CLINES and EC-VII FP logo, and a brief description of the project.
- 2nd Page: Objectives pursued in the Joint Action Plan, and a Diagram highlighting the principal steps-milestones on the Project.
- 3rd to 6th Pages: Brief Goals and Subgoals descriptions and overall CLINES's suggested actions to achieve the objective.
- 6th Page: A graphical representation of how the Joint Action Plan is created, and logos of CLINES partners.

The following figures shows the CLINES’s Intermediate Joint Action Plan Brochure:



## The Joint Action Plan

### The Overall Objective

This strategic plan will pinpoint what it will take for the involved partners to push economic development in the four regions by enabling innovative research and technology partnerships within the collaborative area of embedded systems for smart cities (ESSC).

The Joint Action Plan will be defined through interaction with all the stakeholders to ensure that it meets the expectations of the different stakeholders, that it is relevant to these stakeholders, founded in their strongholds, and creates commitments of the stakeholders leading to the expected economic development in the involved regions.

00 REGIONAL INFORMATION ANALYSIS



01 THE INTERMEDIATE JOINT ACTION PLAN



02 THE FINAL JOINT ACTION PLAN



03 REGIONAL POLICY RECOMMENDATIONS

INTERMEDIATE JOINT ACTION PLAN

## 5 Goals to improve the domain of Embedded Systems for Smart Cities in Europe

### Goal 1 Improve ESSC Specialisation

The goal is to improve the regional smart specialisation in the domain of embedded systems for smart cities (ESSC) by utilizing the regional strengths and through joint actions, thus creating a joint vision with particular foci within research, business and public agencies.

It also involves relevant and significant stakeholders in each of the regions covering all the roles of the value chain and influential policy-makers both in the private and public sectors.

**SUBGOALS:**

- ✓ Create a joint vision
- ✓ Appreciate and leverage regional and joint strengths
- ✓ Focus research effort
- ✓ Involve stakeholders
- ✓ Collaborate across sectors
- ✓ Create public and political awareness

The suggested actions to meet this goal and these subgoals are prioritised as follows:

1. Create a common vision for ESSC that is well founded in the SWOT analyses and in the trend roadmaps and show how the common vision links to both regional strongholds as well as other European clusters within ESSC.
2. Mediate between otherwise separate business sectors and between public agencies because these need to collaborate to enforce the specialisation ESSC and potentially facilitate mutual interests through the CLINES innovation workshops. Support public procurement agencies within ESSC to push collaboration further.
3. Turn the Regional Interest Groups (RIGs) from being specific to the CLINES project into valuable ESSC specialization groups beyond the project lifecycle by engaging a broader set of stakeholders, including influential business people and public policy makers.
4. Communicate the common vision for ESSC and how it links to / relates to regional smart specialisation strategies, potentially through: exemplar stories of collaboration within the ESSC vision; the CLINES show cases; and identified important ESSC problems.
5. Comprehend, appreciate and influence the regional strategical bodies to make smart specialization policies more aligned with ESSC goals and so, provide a suitable field wherein ESSC initiatives may look in the same direction as structural funds.

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### Goal 2 Build a Vibrant ESSC Eco-System

The goal is to build and cultivate an eco-system for ESSC that is vibrant and resonates with regional businesses, public agencies, and research institutions by strengthening the regional cluster organisations and the cross-cluster collaboration.

It also involves improving both the visibility of the regional eco-systems' strongholds and their attractiveness for other ESSC eco-systems to collaborate with and leading to the creation of increased value in joint activities and to strengthen competitiveness of European ESSC.

**SUBGOALS:**

- ✓ Strengthen European competitiveness on ESSC
- ✓ Create joint value
- ✓ Improve attractiveness
- ✓ Foster transnational collaboration between regional eco-systems
- ✓ Strengthen cluster organisations

The suggested actions to meet this goal and these subgoals are prioritised as follows:

1. Create joint events with common ESSC agendas and use these for frequent exchanges of information on funding opportunities, calls, projects, knowledge and research on ESSC and possibly involve the Regional Interest Groups (RIGs) as well.
2. Establish a formal CLINES office to manage common logistics for the regional clusters.

### Goal 3 Develop Innovation Capacities

The goal is to develop as well as improve capabilities and capacities to innovate in the domain of ESSC developing competences for local and global innovativeness. It also involves the linking between and the closing of gaps between research and technology on the one hand and application and value creation on the other hand.

**SUBGOALS:**

- ✓ Develop innovation competences and capabilities
- ✓ Close research & technology gaps
- ✓ Stimulate SMEs as international innovators

The suggested actions to meet this goal and these subgoals are prioritised as follows:

1. Create access to research groups, research labs, testbeds, and technical infrastructure for ESSC companies and utilise collaboration and alliances with researchers to close research and technology gaps.

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- 2. Support comprehension and communication of innovation specifically for ESSC through innovation workshops in particular, but also expositions, show cases, demonstrators, and knowledge sharing demonstrating both existing and future innovation and innovativeness.
- 3. Support understanding of users and consumers through use cases, business cases, and by exchanging user analyses as background for creating value for customers and citizens.
- 4. Support business' and public agencies' access to innovation competence, mentors, coaches, and training for relevant stakeholders.
- 5. Transfer knowledge and experience to involved regions through CLINES innovation workshops.

**SUBGOALS:**

- ✓ Develop entrepreneurship
- ✓ Develop business models
- ✓ Unlock new opportunities
- ✓ Improve access to international partners
- ✓ Focus on SMEs and start-ups

The suggested actions to meet this goal and these subgoals are prioritised as follows:

1. Facilitate exchange of ESSC knowledge, its problems, consumers and citizens, solutions, and technologies.
2. Matchmaking both regionally and between regions supported by scouting for new business, utilisation of open development models, consortia creation, SME bundling, and SME and large enterprise linking.
3. Facilitate an international outreach for regional businesses.
4. Develop and diffuse knowledge of business models and value creation based on quadruple helix, alliances, and networks, and train SMEs in developing business models.
5. Exchange knowledge and experience between universities to address both entrepreneurial and technical skills.
6. Foster the public procurement as a lever for private-public-partnering in particular within ESSC.

**Goal 4  
Create More Business**

The goal is to increase the volume and quality of business within the ESSC eco-systems supported by new and improved business models and entrepreneurial capabilities. It also involves a particular focus on start-ups and SMEs, as well as connecting with international partners and unleashing new opportunities through alliances, networks and close collaboration.

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## 4 Dissemination Channels

The brochure with the Intermediate Join Action Plan will be disseminated widely by all partners and the procedures and the ways to do it will be describe en the WP 7.4 mailing Distribution to Embedded Systems Stakeholder foreseen by the end of July.

The brochure is available in the public part of the website under “Dissemination”, and also available in the intranet of the project.