

REINA: World EU Cluster Initiative in Renewables and sustainable Energy InterNational

## Project REINA - World EU Cluster Initiative in Renewables and sustainable Energy InterNational

### Project objective

The focus of the REINA Project is to support European SMEs internationalisation through the design and implementation of joint cluster specific internationalisation strategies in renewable energy growing markets and other related energy technologies, like energy efficiency and smart grids. These strategies must contribute to:

- Stimulate the commercialization, in emerging international markets, of the capabilities and technologies developed by our companies (used to compete in leading European markets).
- Set up collaboration agreements with international peers in target markets (clusters, research centres, development agencies, etc)
- Prepare the European energy industry, especially the SMEs, to compete in international energy markets characterized by high growth.
- Provide visibility to European technology in renewable energies in international markets.

### Activities

The activities within the general scope of the project in energy and internationalisation are structured in three operative phases that fit into the internationalisation model developed by the European Energy Cluster Alliance in the Cluster Internationalisation Handbook.

Energy market screening: A preliminary analysis and visualization of the whole renewable energies and sustainable energy businesses will be undertaken in this phase in order to identify energy areas of opportunity worldwide, and to proceed with the assessment of competitive positioning of the participant clusters and the degree of complementarity among the three of them. The energy segments with higher potential considered in the project are wind energy, biomass, concentrated solar power, solar thermal, geothermal, electricity transport and distribution (T&D) and energy efficiency. This analysis will lead to the selection and prioritization of the target markets for the project.

Definition of tailored internationalisation strategies: This phase will be devoted to define a clear path and a plan of action for the next two years in the area of internationalisation for the three clusters, with priority given for intercluster collaboration initiatives and innovative activities, not only from the involved clusters point of view but from a global perspective. This step will allow the identification of a series of new internationalisation support mechanisms that cluster associations will handle in the near future.

Strategies deployment: The internationalisation strategy of each particular target market developed in phase 2 will be implemented in this phase. The activities may vary depending on the contents of each strategy, but in general terms the following types of activities are envisaged:

- Promotional and marketing actions.
- Development of a network of key contacts.
- Involvement of target companies.
- Support the definition and launch of specific internationalisation company projects.
- Evaluation, sustainability and dissemination of best practices and project lessons.

### Target countries

The project has a worldwide scope, excluding the European Union. The preliminary analysis will be conducted in terms of large areas such as Latam, Nafta, Eastern Europe, Asia, etc. The preliminary opportunity analysis will evaluate and identify the countries and energy segments of interest, which will be the ones that focus the activities of REINA project in phase 2 and 3. A priori, among the countries that may be of interest are: USA, Canada, Japan, South Korea, India, China, Malaysia, Brazil, Russia and Mediterranean countries.

## Concrete results expected

The expected outcome of the REINA project is the growth of European energy industry's internationalisation, especially SME, with specific impact on each of the project's target groups as well as in other companies outside the project.

The most significant expected results that improve international position of target companies within the participant clusters are the development of a paved way for European products and technologies in target markets, an increased awareness of internationalisation opportunities in specific target markets, a better understanding of the internationalisation process, an increased knowledge of target markets and the launching of specific internationalisation initiatives involving target companies.

The project will also lead to an intensification of the internationalisation profile of the three participant clusters in the medium term (increased export levels, higher presence in target markets, etc.) and to a strengthened position of cluster associations to support the internationalisation of their companies.

The knowledge and experience in internationalisation generated in REINA project will be disseminated outside the boundaries of the project partners and the energy sector. On this basis, it is considered that REINA project can have a high relevance in the development of successful and value-added internationalisation support mechanisms.

The project follows a practical approach, pursuing tangible outcomes out of their whole activities. To measure and monitor project achievements a set of performance indicators will be used, being possible to highlight among others the following ones:

- Identify more than 50 business opportunities for SMEs and paving the way for European products and technologies to access target markets,
- Setting up collaboration agreements with at least 8 international partners,
- Develop joint internationalisation strategies for the 3 participating clusters,
- Increase the awareness of at least 150 companies on internationalisation opportunities in specific target markets.

### Project coordinator contact details

<b>Name</b>	Inmaculada Freije Obregón
<b>Function</b>	Planning and Strategy Director. Department of Industry, Innovation, Commerce and Tourism Basque Government
<b>E-mail</b>	<a href="mailto:ifreije@ej-gv.es">ifreije@ej-gv.es</a>
<b>Telephone:</b>	34 94 501 82 15

### Consortium partners

Participant (website)	Type of organization	Region Country	Overview	Number of companies / SMEs supported
Basque Government. Department of Industry, Innovation, Commerce and Tourism.Planning and Strategy Directorate ( <a href="http://www.industria.ejgv.euskadi.net">www.industria.ejgv.euskadi.net</a> )	Governmental body	Spain	The Basque Government has a long and continuing cluster policy aimed at supporting the establishment and development of clusters in strategic sectors of the Basque Country. This cluster policy is made up of a group of instruments and mechanisms to support the 20 Basque business clusters and preclusters existing today. The energy cluster is one of the more relevant ones in terms of size and global presence, but there are others in sectors such as machine-tools, ITC, automotive industry, aeronautics, etc. In addition, internationalization policy is a key line of action of the BG to improve the competitiveness of the Basque companies	
Asociación Cluster de Energía del País Vasco ( <a href="http://www.clusterenergia.com">www.clusterenergia.com</a> )	Cluster organisation	Spain	The Basque energy sector and its auxiliary companies create a frame of more than 300 companies, covering many energy segments but with a stronger focus on electricity T&D equipment, and wind energy. They make together an annual turnover of 40.000 m€; 35% of it is produced in the Basque Country. The energy sector is employing 26.000 people in Basque region, which is equivalent to 12 % of the Basque Country industrial employment	>350 (83% SMEs)
O.Ö. Energiesparverband ( <a href="http://www.esv.or.at">www.esv.or.at</a> )	Cluster organisation	Austria	The Oekoenergie-Cluster (OEC) is the network of the green energy and energy efficiency companies in Upper Austria. It is managed by the O.Ö. Energiesparverband, the Upper Austrian energy agency. So far, more than 160 companies and organisations from Upper Austria as well as over 40 companies from South Bohemia have joined the OEC partnership. The OEC follows the vision of making Upper Austria the leading region in Europe for renewable heating and low energy buildings.	>200 (90% SMEs)
Oy Merinova Ab ( <a href="http://www.meriniva.fi">www.meriniva.fi</a> )	Cluster organisation	Finland	The Energy Technology Cluster in Vaasa is the Nordic leader in energy technology: it is coordinated by Merinova and consists of more than 120 companies, employs over 10.000 persons and has an annual turnover of more than 4 billion Euro. It exports over 70 % (or 2,8 billion euro) worth of products. This is 12 % of the total technology industry export from Finland.	>120 (94% SMEs)

### Quotation

“Nowadays internationalisation is one of the main concerns of Basque Government’s cluster policy and REINA project is an excellent opportunity to design and test new approaches and strategies to foster the cluster activities in this area. Based on useful internationalisation guidelines and best practices developed in REINA project, Basque Government and other Cluster Policy Makers will be able to create innovative internationalisation support schemes to be implemented in other clusters, regardless of their activity sector. This way, our clusters will get higher value-added and innovative support mechanisms, which will also foster intercluster collaboration and enhance their performance in internationalisation support.”