



# MEMORANDUM OF UNDERSTANDING

BETWEEN

The European Cluster Excellence Initiative (ECEI), the IMP<sup>3</sup>rove-European Innovation Management Academy (IEIMA) and the European Cluster Collaboration Platform (ECCP)

AND

L'Agence de Promotion de l'Industrie et de l'Innovation de Tunisie (API).

This MEMORANDUM OF UNDERSTANDING (MoU) is hereby entered into by and between the European Cluster Excellence Initiative, the IMP<sup>3</sup>rove-European Innovation Management Academy and the European Cluster Collaboration Platform (hereinafter referred to as ECEI, IEIMA, ECCP), and l'Agence de Promotion de l'Industrie et de l'Innovation de Tunisie (hereinafter referred to as API).

## A. PURPOSE:

This MoU has the objective to establish a formal cooperation initiative between ECEI, IEIMA, ECCP and API, with the view to share information, tools and experiences on the promotion of cluster management excellence and innovation management between EU and Tunisian cluster-related institutions and strengthen business, research and technological cooperation and promote SME internationalisation between EU and Tunisian clusters.

## B. STATEMENT OF MUTUAL BENEFIT AND INTERESTS:

The European Cluster Excellence Initiative (ECEI), the IMP<sup>3</sup>rove-European Innovation Management Academy (IEIMA) and the European Cluster Collaboration Platform (ECCP) are projects supported by Directorate General of Enterprise and Industry under the Competitiveness and Innovation Programme, the focal point of the Commission for innovation support services in Europe. The ECEI, IEIMA, ECCP include three key areas of activity which are the subject of this MoU. The first is the Cluster Management Knowledge instrument that is being compiled by the ECEI project's partners to train cluster managers and assist them to achieve excellence in Cluster Management, the second is the training modules and knowledge tools for innovation management support services developed under the IMP<sup>3</sup>rove project and the third is the European Cluster Collaboration Platform, which aims to facilitate cooperation between cluster organisations and cluster firms across Europe in order to further strengthen cluster excellence and promote cluster SMEs internationalisation.

This MoU allows the extension of cluster and innovation management knowledge and cluster cooperation to Tunisian partners. The main beneficiaries of this MoU should be:

- i. Tunisian and EU institutions and organisations actively involved in cluster and innovation management and activation, and which are interested in upgrading the capabilities of their teams of instructors in cluster management, and cooperate between them on cluster and innovation management issues;
- ii. Cluster organisations and cluster firms located in the EU and Tunisia willing to develop their innovation management capabilities as well as strategic business alliances and joint research and innovation projects, and are interested in sourcing cutting-edge technologies and related competences which are not available in their territory.

### **C. ECEI, IEIMA, ECCP SHALL:**

1. Provide access to all training materials developed under the Cluster Management Knowledge area of the ECEI and the Innovation Management Support Services developed under the IMP<sup>3</sup>rove project and allow for its translation to Arabic and French, notwithstanding that the Intellectual Property rights of the materials will remain property of each developing institution;
2. Organize “Train the Trainers” for Cluster Management courses in Tunisia, with the collaboration of professionals selected following an open call by the ECEI follow up institution;
3. Organize "training" on innovation management to local business support providers as well as coaching by innovation management professionals certified by IEIMA to enable the local business support providers in performing innovation management support services to local SMEs at European standards;
4. Closely liaise with API to include information on Tunisian cluster activities in the European Cluster Collaboration Platform website and regularly update relevant information about cluster development in Tunisia as collected and provided by API;
5. Actively promote the European Cluster Collaboration Platform in Europe at different conferences, local events and meetings with local authorities, cluster managers and cluster firms as a vehicle for initiating contacts and identifying opportunities for cooperation with Tunisian cluster partners and SMEs;
6. Collect information about strategic areas presenting largest potential for cooperation between clusters and cluster firms based on a robust mapping and profiling of clusters from Europe and Tunisia.
7. Support European cluster firms in their efforts to contact Tunisian partners identified through the European Cluster Collaboration Platform and inform them of different EU funding programmes that support international cooperation activities.

#### **D. API SHALL:**

1. Facilitate the organization of "train the trainers" courses amongst relevant Tunisian institutions to promote the Cluster Management Excellence, and extract lessons for the Tunisian context;
2. Facilitate the organization of training courses on innovation management standards and methodologies and extract lessons for the Tunisian context;
3. Support the development of cases for training materials on Tunisian examples, following the ECEI and materials development guidelines, so they can be added to the ECEI materials;
4. Collect information about cluster development in Tunisia and, more specifically, establish and regularly update a list of existing public and private cluster initiatives in Tunisia, including information about their mission, opportunities for cooperation and contact details;
5. Collect insights on Tunisian SMEs' interest in developing their innovation management capabilities;
6. Actively promote the European Cluster Collaboration Platform across Tunisia at different conferences, local events and meetings with local authorities, cluster managers and cluster firms, as a vehicle for initiating contacts and identifying opportunities for cooperation with European cluster partners and SMEs;
7. Host and facilitate the organisation of a partnering event in Tunisia offering matchmaking opportunities for cluster organisations and cluster firms, especially SMEs, from Europe and Tunisia;
8. Support Tunisian's cluster firms, especially SMEs, to use this platform to publish specific announcements for cooperation or identify opportunities for cooperation proposed by European partners and advise them how such activities can be supported by Tunisian programmes.

#### **E. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:**

1. **ESTABLISHMENT OF RESPONSIBILITY:** the ECEI, IEIMA and ECCP Coordinators will handle the activities covered by this MoU as part of their work within the Preparatory Action "Euromed innovation entrepreneurs for change" and the European Cluster Collaboration project. APII will carry out this work as part of their usual work of sharing experiences and lessons amongst Tunisian institutions and organizations involved in cluster and innovation management. Therefore, neither ECEI, IEIMA, ECCP, nor API will ask for extra funding to carry out any of the activities covered by this MoU.

2. COMMENCEMENT/EXPIRATION/TERMINATION: This MoU takes effect upon the signature of ECEI, IEIMA, ECCP and APII, and shall remain in effect until 1 May 2014.
  - a. In the case of ECEI and ECCP, the present MoU will need to be ratified by the institutions that will follow up the two initiatives after the completion of the current projects.
  - b. This MoU may be extended or amended upon written request of either ECEI, IEIMA, ECCP or APII and following mutual agreement. Either ECEI, IEIMA, ECCP or APII may terminate this MoU with a prior written notice of 60 days to the other party.

3. PRINCIPAL FOCAL POINTS CONTACTS:

ECEI	IEIMA	ECCP	API
Project Coordinator	Project Coordinator	Project Coordinator	Project Coordinator
Emiliano Duch	Eva Diedrichs	Werner Pamminger	Férid Tounsi
Phone: +34669865501	Phone: +49 211 1377 2266	Phone: +4373290155157	Phone: + 21671782132
E-Mail: educh@iese.edu	E-Mail: Eva.Diedrichs@atkearney.com	E-Mail: werner.pamminger@clusterland.at	E-Mail: Ferid.tounsi.com.tn

4. AUTHORISED REPRESENTATIVES:

By signature below, the co-operator certifies that the individuals listed in this document as representatives of the co-operator are authorised to act in their respective areas for matters related to this agreement.

The co-operator <b>ECEI</b>	The co-operator <b>IEIMA</b>	The co-operator <b>ECCP</b>	The co-operator <b>API</b>
Name: Emiliano Duch Coordinator of European Cluster Excellence Initiative	Name: Kai Engel on behalf of Eva Diedrichs Coordinator of IMP <sup>3</sup> rove – European Innovation Management Academy	Name: Senateur Pierre Laffitte from the Fondation Sophia Antipolis On behalf of Werner Pamminger Coordinator of European Cluster Collaboration Platform	Name: Férid Tounsi Coordinateur Agence de Promotion de l'Industrie et de l'Innovation

Signed in Tunis, Tunisia on March 8<sup>th</sup> 2012 in French and English version, both being equally authentic. In case of any divergence of interpretation, the English text shall prevail.