PROJECT N. 874389

SAFE SMART FOOD

European Cluster Excellence Programme
(COS-CLUSTER-2018-03-02)

CLUSTERXCHANGE PROGRAMME

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Content

1. Executive Summary

This deliverable report is related with the WP6 – Implementation of ClusterXchange pilot scheme, task 6.1. Definition of the calendar and programme of the visits; and it focuses on the elaboration of the ClusterXchange programme specifying the common objectives and strategies that the consortium will follow to reach the project's indicators successfully.

The ClusterXchange programme includes the agenda guidelines for a three-day exchange and the topics they will be focused on. However, it can suffer some modifications depending on the evolution of the current COVID 19 situation. The consortium is already considering how the guidelines should look like in a virtual option.

2. Introduction and objectives

The ClusterXchange programme will present the guidelines and topics that will be followed by the consortium to organise the visits in different European Countries. The project's objectives regarding the ClusterXchange pilot scheme are the following:

- Organise minimum 50 short-term exchanges between targeted members of clusters located in other countries
- Facilitate the exchanges of experiences and best practices among SMEs and clusters
- Facilitate the exchange of knowledge among partners and their members for further cooperation at interregional level
- Establish new Cooperation Agreements among SMEs
- Strengthen the collaboration among clusters and SMEs

With these objectives in mind, the consortium elaborated a programme agreed by all cluster participants with the specific objectives in this case of:

- Creating clear guidelines so all cluster partners knew how to proceed to organise an exchange
- Defining the topics and possible sub-topics / suggestions to link to each exchange
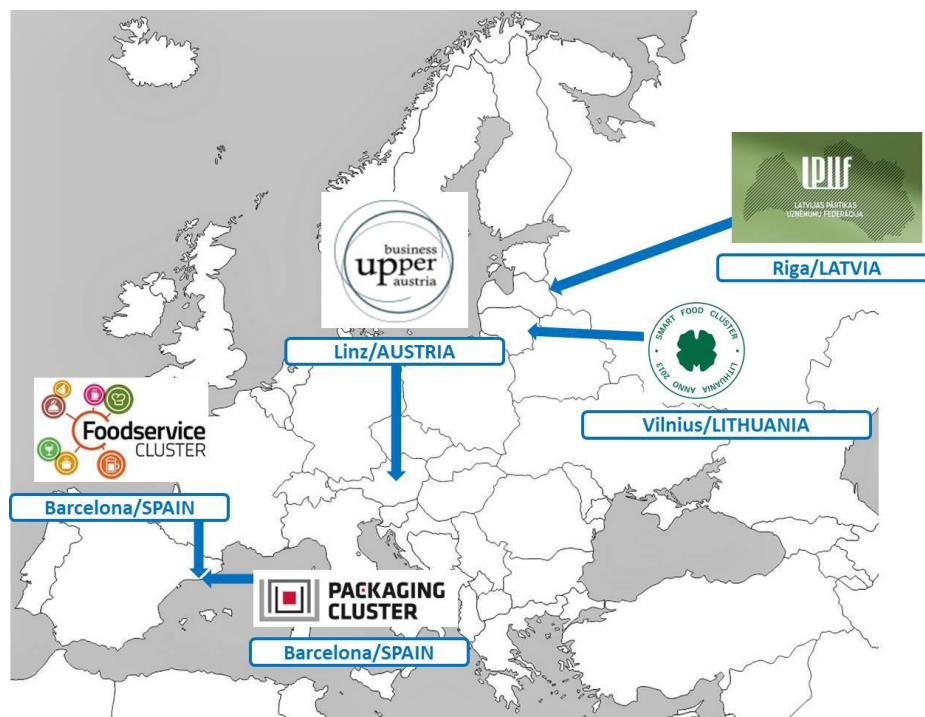- Identifying possible collaborators to enlarge the target scope

3. Smart Safe Food Partnership

The partnership is connecting five partners from four European Countries representing different regions with different level of development:

1. Catalunya / Spain – representing more developed region (NUTS 2: ES51)

2. Oberösterreich / Austria - representing more developed region (NUTS 2: AT31)

3. Lithuania - representing less developed regions (NUTS 2: LT00)

4. Latvia - representing less developed regions (NUTS 2: LV00)

List of project partners

Number	Name	Short name	Country
No 1 (Coordinator)	ASSOCIACIÓ CLUSTER DEL PACKAGING	Packaging cluster	SPAIN
No 2	ASSOCIACIÓ DEL CLUSTER FOODSERVICE DE CATALUNYA	FOODSERVICE Cluster	SPAIN
No 3	BUSINESS UPPER AUSTRIA GMBH/ BIZ-UP/Food Cluster	BIZ-UP/Food Cluster	AUSTRIA
No 4	LITHUANIAN FOOD EXPORTERS ASSOCIATION (LITMEA)/ SMART Food Cluster	SMART Food Cluster	LITHUANIA
No 5	LATVIAN FEDERATION OF FOOD COMPANIES / *Food Products quality Cluster*	*Food Products quality Cluster*	LATVIA

4. Target of Xchanges

It is mandatory that at last the 25% of participants are not part of ESCP-4x. Therefore, Safe Smart Food will include more than 13 participants outside of ESCP-4x. For this reason, and to facilitate the organization of exchanges in countries outside the consortium scope, partners started contacting some possible collaborators with whom organize workshops, visits, or matchmakings. Some of these collaborations considered are:

- NRW International (Germany)
- Packbridge (Sweden)
- Food Valley (Netherlands)
- Other COSME consortiums:
  - Recipe4mobility
  - Exxtra
  - Clamtex

With the collaborators and the internal consortium's resources, project partners will do the 50 exchanges between companies and organizations and could reach the 75 if finally, the online option is executed.

Safe Smart Food has set 50 visits as a performance indicator:

Total of SME participating in the visits	40
Total of other cluster members and organizations (non-SME) participating in the visits	10
Total	50

5. Organisation of the ClusterXchange

The implementation of the ClusterXchange scheme will follow the "Quality Manual for European Strategic Cluster Partnerships for Excellence (ESCP-4x)".
For a good implementation, a ClusterXchange office was already established at the kick-off meeting (one member per project partner). The ClusterXchange office is composed by:

- Kristina Eder (Business Upper Austria)
- Mònica Riera (Packaging Cluster)
- Aleix Iglesias (Foodservice Cluster)
- Giedrius Bagusinskas (Smart Food Cluster)
- Armands Lejas-Krumins (Food Quality Products Cluster)

The work package leader (Business Upper Austria) is mainly responsible for the implementation of the program.

The other Safe Smart Food Clusters will:

1. Communicate the programme among their members
2. Engage SMEs in the programme
3. Provide the necessary data to the coordinator of this WP to report and monitoring the programme
4. Participate in the meetings of the ClusterXchange Group

As mentioned before, at the moment it is not predictable how Covid 19 will influence the cluster exchange programme. Maybe it will be necessary to implement some of the exchanges in a virtual way.

6. Strategies to involve SMEs/promotion

Safe Smart Food will use the press and communication tools that will be developed and made available by the Support Office.

To promote the ClusterXchange programme the consortium will use social media channels and other communication tools like newsletters. Additionally, Safe Smart Food will publish the ClusterXchange programme via the project partners homepages and press releases in the project regions.

Safe Smart Food will strongly communicate the ClusterXchange programme to their members and explain the benefits of participating. The consortium recommends to their members to combine an exchange with a visit of one of the big food exhibitions in Europe.

The successful collaborations will also improve the dissemination and participation reach. From one side, involving companies from the organization's (clusters, partnerships, others) ecosystem, and at the same time, making the exchanges more international and attractive for cluster participants' members on the other side.

7. Agenda and Topics

Suggestion for a three-day event

Day	Activity
Day 1	Welcome by the host
	Pitches from participants
	Input from an expert (appropriate to the topic of the Xchange)
Day 2	Input from an expert (appropriate to the topic of the Xchange)
	Matchmaking
	Workshops (appropriate to the topic of the Xchange)
Day 3	Workshops (appropriate to the topic of the Xchange)
	Discussion of opportunities for further cooperation (long – term period)
	Possibility to sign a cooperation agreement (optional)
	End of the visit

The topics offered will be the ones identified as the seven challenges that the agri-food and packaging sectors are facing:

Every exchange is going to be connected with a challenge. As the graphic shows, the project adopts a multi-stakeholder and multi-sectorial approach involving clusters from different sectors: agri-food and packaging as well other main stakeholders among and beyond the consortium based on the quadruple-helix perspective.

Those big areas or challenges have specific topics like food waste reduction, allergens control, plant-based products, new processing technologies, temperature tracking or product personalization, that will be used as main topic in each exchange.