



**AdPack**  
ADVANCED SMART PACKAGING



Co-funded by the COSME programme of the European Union under the grant agreement 688922

## 1st Dissemination Event

Participation in external dissemination event (e.g. packaging fairs, conferences and cluster specific events) to disseminate the AdPack project and the ESCP

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## Contents

<b>1. Introduction.....</b>	<b>5</b>
<b>2. Participation at the European Cluster Conference 2016.....</b>	<b>7</b>
<b>2.1 Why the European Clusters Conference 2016?.....</b>	<b>7</b>
<b>2.2 The presentation of the AdPack's project.....</b>	<b>7</b>

Annex 1. European Cluster Conference 2016 Clusters 4.0: Shaping Smart Industries -  
Programme

# 01.

## Introduction

## 1. Introduction

This document is the deliverable “D2.13 – 1<sup>st</sup> Dissemination Event”, of the project *AdPack - Future materials and products for advanced smart packaging*, funded by the action COS-CLUSTER-2014-3-03 – Cluster Go International of COSME, the European Union Programme for the Competitiveness of Enterprises and SMEs, under the grant agreement 688922.

D2.13 is part of WP2 - AdPack Dissemination and Communication. The objectives of WP2 are the following:

- To create and shape the AdPack ESCP-4i identity;
- To create the joint communication strategy for AdPack;
- To actively disseminate the AdPack project and best practices for international and cross-border collaboration.

In this context, the D2.13 – 1<sup>st</sup> Dissemination Event is included in the achievement of the third objective while it is a mean to actively disseminate the AdPack project and best practices for international and cross-border collaboration.

D2.13 – 1<sup>st</sup> Dissemination Event is the participation of two AdPack partners – Balticnet-Plasmatec and Plastiwin at the European Cluster Conference 2016 held in Brussels from the 30<sup>th</sup> of November until the 2<sup>nd</sup> of December of 2016, where AdPack project was presented to several cluster policy-makers, practitioners and other stakeholders.

# 02.

## Participation at the European Cluster Conference 2016

## 2. Participation at the European Cluster Conference 2016

The project leader BalticNet – Plasmatec and Plastiwin participated at the **European Cluster Conference 2016** that was held in Brussels from the 1<sup>st</sup> until the 2<sup>nd</sup> of December of 2016 at the Crowne Plaza Rogier Hotel in Brussels.

### 2.1 Why the European Clusters Conference 2016?

The partnership considered the European Cluster Conference an important event for the dissemination of AdPack project because it is an international event held every year by policy-makers from national and regional authorities involved or interested in cluster policies, cluster practitioners and other stakeholders. The last edition of the European Cluster Conference in 2014 gathered over 340 cluster stakeholders from across Europe.

This year's conference was focused on **Cluster 4.0 – Shaping Smart Industries** and included high-level plenary speeches, panel discussions and interactive sessions where participants had the chance to share their experiences and challenges. Parallel discussions took place in four priority areas related to industrial modernisation, namely smart manufacturing and digital transformation, the circular economy, key enabling technologies, and creative and data-driven services. The parallel discussions covered all the same key horizontal topics in different sessions. These included the role of clusters in boosting the innovation uptake and growth opportunities through strengthening cross-sectoral value chain linkages, strategic European partnering, international collaboration and skills towards shaping smart industries.

Trends and priorities for cluster policies and cluster organizations in Europe were discussed in interactive ways. The European Cluster Observatory presented its 2016 European Cluster Panorama and the latest information on cluster support initiatives in relation to industrial modernization was shared. The Model Demonstrator Regions, the European Strategic Cluster Partnerships – Going International and other cluster initiatives shared their learned lessons.

### 2.2 The presentation of the AdPack's project

The leader of the project Balticnet-Plasmatec was represented by its Manager Alexander Schwock that took part at the "Hard talk" panel of the Parallel session 3A: *Advanced and digital manufacturing* moderated by Marc Pattinson from the European Cluster Observatory team (inno TSD).

Plastiwin was represented by Elias Njeim, its General Director. Elias Njeim made a presentation at the Parallel session 1B: *Green manufacturing and the circular economy*,

moderated by Patries Boekholt, from the European Cluster Observatory team (Technopolis Group).

Both held more than 25 C2C meetings, where they could present AdPack project.

Evidence of both participations is at the Annex 1. European Cluster Conference 2016 Clusters 4.0: Shaping Smart Industries – Programme



# Annex 1



## European Cluster Conference 2016

### *Clusters 4.0: Shaping Smart Industries*

#### Programme

**Date:** Thursday and Friday, 1<sup>st</sup> and 2<sup>nd</sup> December 2016

**Venue:** Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1210 Brussels (metro 2 or 6, Rogier)

**Participants:** 350+ cluster policy-makers, practitioners and other stakeholders (fully booked)

**Pre-event cluster matchmaking:** 30th November 2016, Bozar, 11 rue Baron Horta, Brussels,

Participants: 130 cluster organisations (fully booked, via the European Cluster Collaboration Platform)

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The fifth edition of the European Cluster Conference will focus on the theme “Clusters 4.0: Shaping Smart Industries”, where you will have the opportunity to hear and discuss about the most recent trends and priorities for cluster policies and cluster organisations supporting industrial modernisation.

The spotlight will be on **shaping smart industries** that are not merely being transformed but that are transforming others and gain from the ‘fourth industrial revolution’ or ‘Industry 4.0’ trends towards mass customization and servitization. The key question is how to effectively use clusters to capitalise upon new technologies and service offerings that drive the digitalisation and industrial transformation trends, where everything is becoming interlinked and smart: factories, machines, autonomous production systems and the actors along the value chains.

**Clusters 4.0** calls for the development of a **generation of advanced cluster policies** that responds to these new industrial challenges through facilitating cross-sectoral value chains, fostering internationalisation, boosting interregional investments, and accelerating entrepreneurship and skills upgrading.

The conference is linked to the European Commission’s efforts to support European Strategic Cluster Partnerships and joined efforts under the thematic Smart Specialisation Platform for Industrial Modernisation as well as to support entrepreneurship and growth acceleration of SMEs in order to turn more start-ups into scale-ups across Europe.

In this spirit, you will have a chance at the European Cluster Conference:

- To discuss with other participants the challenges and actions to follow in order to drive cluster policy 4.0 in your region and country;
- To share experiences about industrial modernisation, particularly in the three areas of advanced and digital manufacturing, green manufacturing and the circular economy, and service innovation and the creative economy;
- To learn more about the European Cluster Panorama the Regional Ecosystem Scoreboard, and the lessons from model demonstrator regions and other EU cluster initiatives;
- To join any of the Corner discussions and test the tools of the European Cluster Observatory, the European Cluster Collaboration Platform and the Smart Specialisation Platform;
- To vote who should be the European Cluster Manager of the Year and who should be the European Strategic Cluster Partnership of the Year; and
- To form new European Strategic Cluster Partnerships in your area of interest at a back-to-back cluster matchmaking event organised by the European Cluster Collaboration Platform.

***Please follow the event and share your thoughts via twitter at:  
#clusters4\_0***

*This conference is organised as part of the European Cluster Observatory service contract for the European Commission’s Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. It is financed under the Competitiveness and Innovation Framework programme.*



## **Day One: Thursday, 1<sup>st</sup> December 2016**

Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1140 Brussels (metro 2 or 6, Rogier)

**Moderator: Emily Wise, Lund University, Sweden**

**8:00 – 9:30 Welcome coffee and registration**

**9:30 – 11:00 Opening plenary session**

**9:30 – 10:00 High-level opening speeches**

- Irmfried Schwimann, Deputy Director-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission
- Marc Lemaître, Director-General for Regional and Urban Policy of the European Commission
- Lambert van Nistelrooij, Member of the European Parliament

**10:00 – 10:20 Keynote speech: Industrial change, value chains and clusters**

- Slavo Radosevic, Professor of Industry and Innovation Studies, University College of London

**10:20 – 11:00 High-level roundtable on Cluster 4.0 with impulse presentations**

- Christian Buchmann, Chair of the Committee of the Regions' Commission for Economic Policy
- Mario Buisán, General Director for Industry and SMEs, Ministry of Economy, Industry and Competitiveness, Spain
- Oscar Pasquali, Head of the Minister's Technical Secretariat, Ministry of Education, Universities and Research, Italy

**11:00 – 11:25 Coffee break**

**11:25 – 12:15 Plenary session on Clusters 4.0: Accelerating industrial modernisation and raising the bar on cluster excellence**

**11:25 – 11:35 Introducing key questions for the conference**

- **Shaping smart industries – Shaping EU cluster initiatives**, Carsten Schierenbeck, Team Leader, European Commission, GROW, Clusters, Social Economy & Entrepreneurship Unit

**11:35 – 12:15 Roundtable discussion on smart industries & cluster management excellence:**

- Gerd Meier zu Köcker, VDI/VDE-IT, Germany, European Cluster Excellence Initiative
- Anna Maassen, Hamburg Aviation, Germany, RUEAERO cluster excellence project
- Daniel Cosnita, Romanian Cluster Association, Romania
- Rui Tocha, Pool-net Portuguese Tooling Network, Portugal, MATERIALIX cluster excellence project

**Questions & Answers**

**12:15 – 13:00 Plenary keynote speeches:**

- **Interactive presentation about the new insights on the European Cluster Panorama: Expectations matched?** Christian Ketels, Harvard Business School / European Cluster Observatory
- **Accelerating innovation-driven entrepreneurial ecosystems**, Scott Stern, Professor of Management, MIT Sloan School, Cambridge, USA

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13:00 – 14:00 **Lunch**

**14:00 - 15:30 Parallel session 1: Using clusters to accelerate entrepreneurship and promote skills**

*This session will share experiences on how clusters and cluster organisations can be best used to support start-ups and the growth acceleration of SMEs to close the scale-up gap in Europe. It will discuss how to foster the cooperation between start-ups and established companies within and across clusters. It will also address the questions how companies can be supported in adapting to the digitalisation of the manufacturing process, Big Data, resource-efficiency and new business models and how to build up cross-disciplinary technical and entrepreneurial skills and attract talents.*

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1<sup>st</sup> floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1<sup>st</sup> floor: "Creativity & Exploration" room)

**Parallel session 1A: Advanced and digital manufacturing** (Plenary "Ball room")

Moderator: Marc Pattinson, European Cluster Observatory team, inno TSD

**Cases to be presented:**

- ❖ Joep Brouwers, Brainport Eindhoven, Netherlands
- ❖ Tue David Bak, Scale up Denmark

**“Hard talk” panel:**

- ❖ Claire Skentelbery, Council of European BioRegions
- ❖ Christoph Reiss Schmidt, Biz-UP, Austria

**World-café:** structured group discussion

Rapporteur: Richard Tuffs, ERRIN

**Parallel session 1B: Green manufacturing and the circular economy** ("Evasion & Innovation" room)

Moderator: Patries Boekholt, European Cluster Observatory team, Technopolis Group

**Cases to be presented:**

- ❖ Margit Rütelmann, Estonian Green Economy Cluster, Estonia
- ❖ Elias Njeim, Plastiwin, Belgium

**“Hard talk” panel:**

- ❖ Kari Poikela, Digipolis, Lapland, Finland
- ❖ Philippe Vanrie, EBN European Business & Innovation Centers Network

**World-café:** structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre



**Parallel session 1C: Service innovation and the creative economy** ("Creativity & Exploration" room)

Moderator: Lucia Seel, European Cluster Collaboration Platform

**Cases to be presented:**

- ❖ Marco Fellin, FabLabNet, Italy, [Interreg Central Europe](#)
- ❖ Patrick Cocquet, CAP digital, France

**“Hard talk”:**

- ❖ Sergey Filippov, Lisbon Council
- ❖ Rasmus Wiinstedt Tscherning, Creative Business Cup

**World-café:** structured group discussion

**15:30 – 16:00 Coffee break**

**16:00 – 17:30 Parallel session 2: Fostering internationalisation through clusters**

*This session will share experiences on how cluster initiatives and cluster organisations can foster the internationalisation of the firms. It will discuss how to build a critical mass in facilitating access to and finding partners in international markets beyond Europe. It will highlight what support, specialised knowledge, training, concrete actions and intermediation with target markets is needed. Lessons learned from “European Strategic Cluster Partnerships – Going International” (ESCP-4i) will also be shared.*

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1<sup>st</sup> floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1<sup>st</sup> floor: "Creativity & Exploration" room)

**Parallel session 2A: Advanced and digital manufacturing** (Ground floor: Plenary "Ball room")

Moderator: Lorena Rivera Leon, European Cluster Observatory team, Technopolis Group

**Cases to be presented:**

- ❖ Peter Simkens, DSP Valley, Belgium, [Silicon Europe Worldwide \(ESCP-4i\)](#)
- ❖ François Cuny, Systématique, France

**“Hard talk” panel:**

- ❖ David Fernandez Terreros, SPRI Basque Business Development Agency
- ❖ Joan Martí Estévez, ACCIÓ, Catalonia

**World-café:** structured group discussion

Rapporteur: Richard Tuffs, ERRIN



Parallel session 2B: Green manufacturing and the circular economy ("Evasion & Innovation" room)

Moderator: Alberto Pezzi, European Cluster Observatory team, ACCIÓ

**Cases to be presented:**

- ❖ Jaśmina Solecka, Green Chemistry Cluster, Poland [NATUREEF \(ESCP-4i\)](#)
- ❖ Marisa Marini, Lombardy Energy Cleantech Cluster, Italy

**"Hard talk" panel:**

- ❖ Vladimir Gumilar, Construction Cluster Slovenia, [European Circular Construction Alliance \(ESCP-4i\)](#)
- ❖ Sarah English, Scotland Europa/Scottish Enterprise

**World-café:** structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

Parallel session 2C: Service innovation and the creative economy ("Creativity & Exploration" room)

Moderator: Gerd Meier zu Köcker, European Cluster Observatory team, VDI/VDE-IT

**Cases to be presented:**

- ❖ Alberto Baldi, BioPmed, Italy, [BioXClusters+ \(ESCP-4i\)](#)
- ❖ Alberto Bichi, Federation of the European Sporting Goods Industry, [EU4Sport cluster alliance \(ESCP-4i\)](#)

**"Hard talk" panel:**

- ❖ Patricia Valdenebro, TCI
- ❖ Merete Daniel Nielsen, Cluster Excellence Denmark

**World-café:** structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

**17:30 – 18:00 Plenary session – Debriefing from the parallel sessions**

**Panel discussion:** Summarising the outcome of the three parallel sessions

- Richard Tuffs, rapporteur on "Advanced and digital manufacturing"
- Susan Jay, rapporteur on "Green manufacturing and the circular economy"
- Rasmus Wiinstedt Tscherning, rapporteur on "Service innovation and the creative economy"

**18:00 – 20:00 European Cluster Conference awards and networking cocktail**

**18:00 – 19:00** Elevator pitches of nominees, interactive voting and award for the **"European Cluster Manager of the Year"** and **"European Strategic Cluster Partnership of the Year"**

***If you would be elected, what would you talk about tomorrow at the conference?***

Moderation by Marc Pattinson, European Cluster Collaboration Platform.

Opening words by Slawomir Tokarski, European Commission, Director for innovation and advanced manufacturing

**19:00 – 20:00 Networking cocktail, finger buffet**



## Day Two: Friday, 2nd December 2016

Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1140 Brussels (metro 2 or 6, Rogier)

**Moderator: Emily Wise, Lund University, Sweden**

**8:30 – 9:00 Registration**

**9:00 – 9:30 Plenary session on interregional cluster collaboration and value chain linkages**

### Roundtable discussion with impulse presentations:

- *Your chosen presentation by the 2016 Cluster Manager of the Year*
- Slawomir Tokarski, European Commission, DG GROW, Director for innovation and advanced manufacturing
- Colin Wolfe, DG REGIO, Head of Competence Centre Smart and Sustainable Growth
- Paola Peduzzi, Finlombarda, Head of Business Support Services, Lombardy Region

### 9:30 – 11:00 Parallel session 3: Boosting **interregional collaboration and investments through cluster partnerships**

*This session will share experiences on how policy-makers and cluster organisations can actively shape interregional partnering, connect their regional ecosystems and boost joined investments, notably in the context of the set-up of the thematic Smart Specialisation Platform for Industrial Modernisation. It will discuss lessons learned and what actions are needed to put in place effective European Strategic Cluster Partnerships for smart specialisation investments (ESCP-S3) that connect companies across Europe's regions with related regional specialisation patterns and priorities.*

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1<sup>st</sup> floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1<sup>st</sup> floor: "Creativity & Exploration" room)

Parallel session 3A: **Advanced and digital manufacturing** (Ground floor: Plenary "Ball room")

Moderator: Marc Pattinson, European Cluster Observatory team, inno TSD

### Cases to be presented:

- ❖ Juan Guash Corominas, [EURECAT – ERICA](#) (ESCP-S3 pilot)
- ❖ Simone Hagenauer, ecoplus, Austria

### "Hard talk" panel:

- ❖ Gregorio Ameyugo, CEA LIST
- ❖ Alexander Schwoch, BalticNet-PlasmaTec

**World-café:** structured group discussion

Rapporteur: Richard Tuffs, ERRIN



**Parallel session 3B: Green manufacturing and the circular economy** ("Evasion & Innovation" room)

Moderator: Lorena Rivera Leon, European Cluster Observatory team, Technopolis Group

**Cases to be presented:**

- ❖ Daniel Gottschald, Insite – TRECNewMat, Germany
- ❖ Ludo Diels, University of Antwerpen, Belgium, Bio-innovation Growth Megacluster

**"Hard talk" panel:**

- ❖ Cliona Howie, Climate-KIC
- ❖ Maria Stromberg, Business Region Gothenburg, Sweden

**World-café:** structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

**Parallel session 3C: Service innovation and the creative economy** ("Creativity & Exploration" room)

Moderator: Lucia Seel, European Cluster Collaboration Platform

**Cases to be presented:**

- ❖ Laimutis Paskevicius, Lithuanian Medical Tourism Cluster
- ❖ Valentina Polyas, Emilia-Romagna Delegation to the EU, Regional Initiative for Culture and Creativity

**"Hard talk" panel:**

- ❖ Stelian Brad, ICT Cluster Cluj, Romania
- ❖ Esteban Pelayo, Eurada

**World-café:** structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

**11:00 – 11:15 Coffee break**

**11:15 – 12:45 Parallel session 4: Clusters facilitating new cross-sectoral value chains**

*This session will share experiences on how cluster policies and cluster initiatives can open up opportunities for innovation and growth by connecting companies across different sectors. It will discuss what tools to use and how to foster value chain innovation by encouraging a collaborative environment where approaches from one sector are tested in another. It will present approaches of cluster-facilitated projects for new industrial value chains (Innosup-1) and address how to further promote the development of emerging industries.*

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1<sup>st</sup> floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1<sup>st</sup> floor: "Creativity & Exploration" room)

**Parallel session 4A: Advanced and digital manufacturing** (Ground floor: Plenary "Ball room")

Moderator: Gerd Meier zu Köcker, European Cluster Observatory team, VDI/VDE-IT

**2 cases to be presented:**

- ❖ Daniela Zimmermann, bwcon, Germany, [KATANA Innosup-1 cluster project](#)
- ❖ Paolo Gregori, Trentino Sviluppo - Polo Meccatronica, Autonomous Province of Trento, Italy

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**“Hard talk” panel:**

- ❖ Annie Renders, Flanders Innovation & Entrepreneurship, Belgium [S34Growth Interreg](#)
- ❖ Anna Naydenova, ICT Cluster Bulgaria, [GIVE \(ESCP-4i\)](#)

**World-café:** structured group discussion

Rapporteur: Richard Tuffs, ERRIN

Parallel session 4B: **Green manufacturing and the circular economy** ("Evasion & Innovation" room)

Moderator: Alberto Pezzi, European Cluster Observatory team, ACCIÓ

**Cases to be presented:**

- ❖ Philippe Lattes, Aerospace Valley, France, [NEPTUNE Blue Growth Accelerator, Innosup-1](#)
- ❖ Luka Zivic, Ministry of Education, Science and Sport, Slovenia, [Poly4EmI](#)

**“Hard talk” panel:**

- ❖ Michal Miedzinski, University College London
- ❖ Rachel Lombardi, International Synergies, UK, National Industrial Symbiosis Programme

**World-café:** structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

Parallel session 4C: **Service innovation and the creative economy** ("Creativity & Exploration" room)

Moderator: Kincso Izsak, European Cluster Observatory team, Technopolis Group

**Cases to be presented:**

- ❖ Tamara Hoegler, CyberForum, Germany, [PERMIDES Health Economy 4.0, Innosup-1](#)
- ❖ Juan Mateos Garcia, NESTA, UK

**“Hard talk” panel:**

- ❖ Matthijs Janssen, University of Utrecht, Dialogic, Netherlands
- ❖ Susana Franco, Orkestra, Spain

**World-café:** structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

**12:45 – 13:15 Closing plenary session: lessons of the conference and next steps**

**12:45 – 13:00 Telling the European Cluster Conference story together!**

- Richard Tuffs, rapporteur on "Advanced and digital manufacturing"
- Susan Jay, rapporteur on "Green manufacturing and the circular economy"
- Rasmus Wiinstedt Tscherning, rapporteur on "Service innovation and the creative economy"

**13:00 – 13:20 Closing panel - Next steps for the European cluster policy**

- Cluster Manager from the 2016 European Strategic Cluster Partnership of the Year
- Michel Catinat, European Commission, DG GROW, Head of Clusters, Social Economy and Entrepreneurship Unit

**13:20 – 13:30 Closing remarks**

- Lowri Evans, European Commission, Director-General for Internal Market, Industry, Entrepreneurship and SMEs

**13:30 Closure of conference with conference video and hand-out of the conference story**

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