

## CLUSTER MONTAGNE, French partner of the new European project SmartSports4GoodLife

*Launched the latest February in Barcelona, the “SmartSports4GoodLife” project is funded by the European Commission COSME program and focuses on the need to jointly face the European sports industry challenges for the next years (digitalisation, sustainability, etc.) by strengthening the management capacities and skills of Clusters as a tool to provide add-value services and transfer knowledge to their members, especially SMEs. The cross-sectoral dimension of the sports industry requires the establishment of a permanent collaboration with Clusters from other sectors (textile, technological, tourism, etc).*

CLUSTER MONTAGNE (one of the 5 partners in the project along with Indescat, Cluster Sports and Technology, MSE Cluster and EPSI), is a non-profit organisation located in France (Auvergne Rhône-Alpes). Its aim is to represent and promote, throughout the world, the French know-how for sustainable mountain tourism development. Gathering 245 members (SMEs, institutions, research and training centers), CLUSTER MONTAGNE, since 2012, has been building a strong network and expertise in the sport and tourism fields.

CLUSTER MONTAGNE was already a part of the EU4SportsClusters Alliance project along with Indescat, EPSI and Cluster Sport and Technology. The aim was the internationalisation of SMEs where CLUSTER MONTAGNE is known to be a major player as a large part of its actions are set abroad.

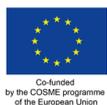
CLUSTER MONTAGNE more specific role within the SmartSports4GoodLife program is to work on improving and strengthening clusters management capacities and skills towards excellence to provide better services to SMEs. We are confident that the experience and expertise acquired since 2012 enable us to not only share our best practices but also to provide the partners with suitable tailored solutions.

The overall goal of the project is the SMEs competitiveness and the anticipation of the future needs of the clients. Clusters play a major role in this strategy as they are BtoB organisations working closely with companies. That is why it is fundamental for cluster management to be high level in order to provide SMEs with the best possible services.

In regards with this ambitious goal, within the next two years, CLUSTER MONTAGNE will proudly be in charge of :

- Designing training and learning programme
- Increasing cluster knowledge exchanges and training visits
- Designing the programme of services addressed to the clusters members

### Financed by:



### Partners:





In order to fulfill this responsibility, Cluster Montagne assets are :

- First and only French Cluster to be « Label Gold »
- Experience in designing training from scratch
- Strong network
- Strong expertise
- Its own experience : team etc
- Great capacity of adaptation

The SmartSports4GoodLife project partners will implement their common strategy and action plan in 2020 and 2021.

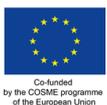
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**Partners:**

