CLUSTER4SMART

Project's Introduction

05/2023

PROJECT'S INTRODUCTION

1. Aim of the project

2. Project partners

3. Project's steps and outcomes

4. Communication

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1. AIM OF THE PROJECT

Answering a specific need

INDUSTRY 4.0

Impacts on cluster management practices

CLUSTER 4.0

Need for new competences

CLUSTER 4 SMART

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1. AIM OF THE PROJECT

Answering a specific need

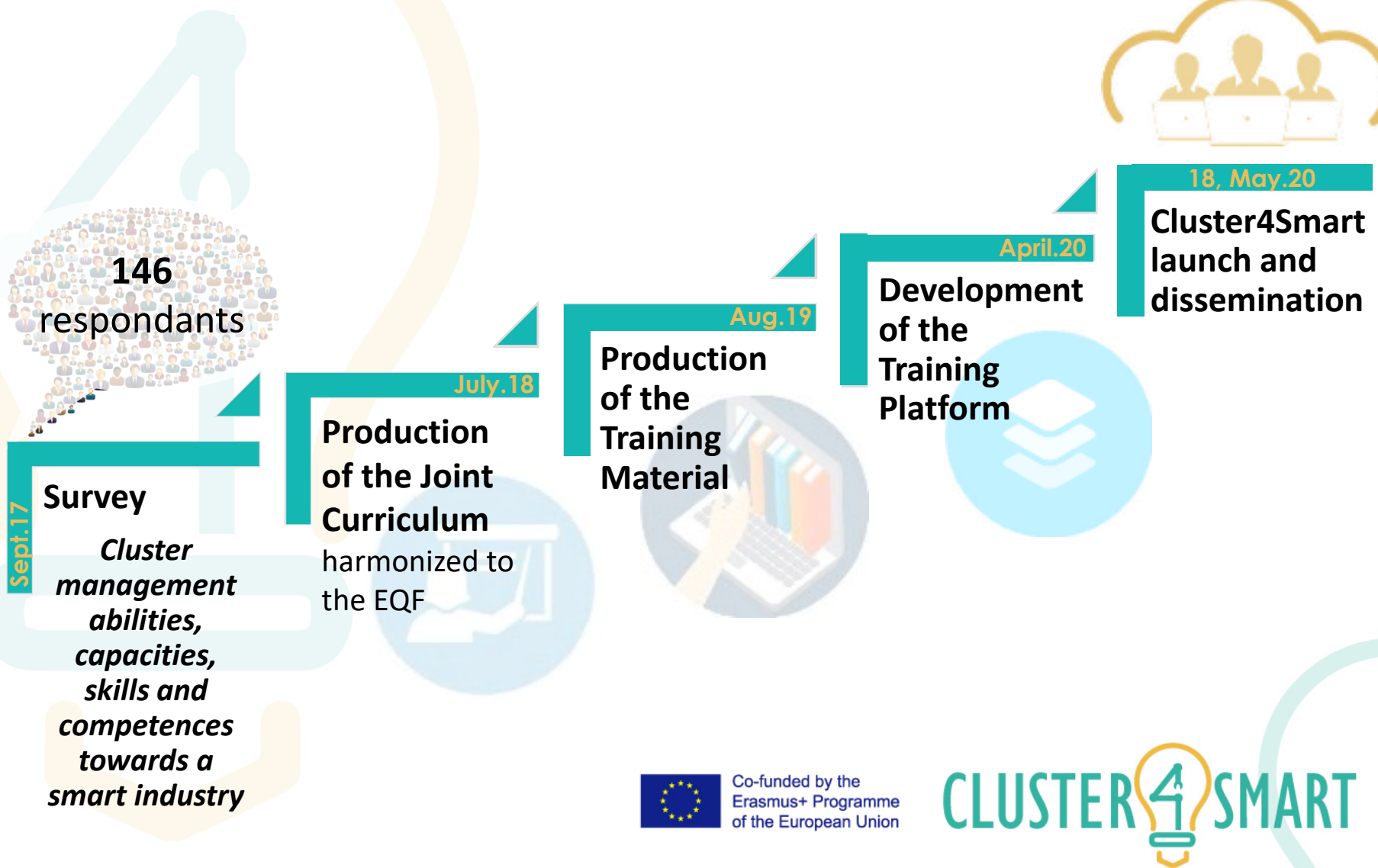**Objective** → Respond the cluster managers need for competences

Outcome → **Online vocational training for the cluster managers** and their stakeholders responding to their need for competences

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2. PROJECT PARTNERS

A Hungarian-Spanish-French collaboration

3. PROJECT'S STEPS AND OUTCOMES

146 respondants

Sept.17

Survey

Cluster management abilities, capacities, skills and competences towards a smart industry

July.18

Production of the Joint Curriculum harmonized to the EQF

Aug.19

Production of the Training Material

April.20

Development of the Training Platform

18, May.20

Cluster4Smart launch and dissemination

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IO1- Cluster4Smart Survey

Published on
the [EU Cluster Observatory Library](#)

Cluster managers' needs for skills
IO1 Survey results

- Entrepreneurship & Innovation
- Soft Skills : creativity, decision making, critical thinking
- Language capacities
- Leadership
- Digital skills
- Internationalisation
- Value chain & collective intelligence management

Erasmus+

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CLUSTER MANAGEMENT ABILITIES, CAPACITIES, SKILLS AND COMPETENCES TOWARDS A SMART INDUSTRY
(Cluster 4.0 and Industry 4.0)

INTELLECTUAL OUTPUT 1

January 2018

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3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum
Learning outcome description and selection
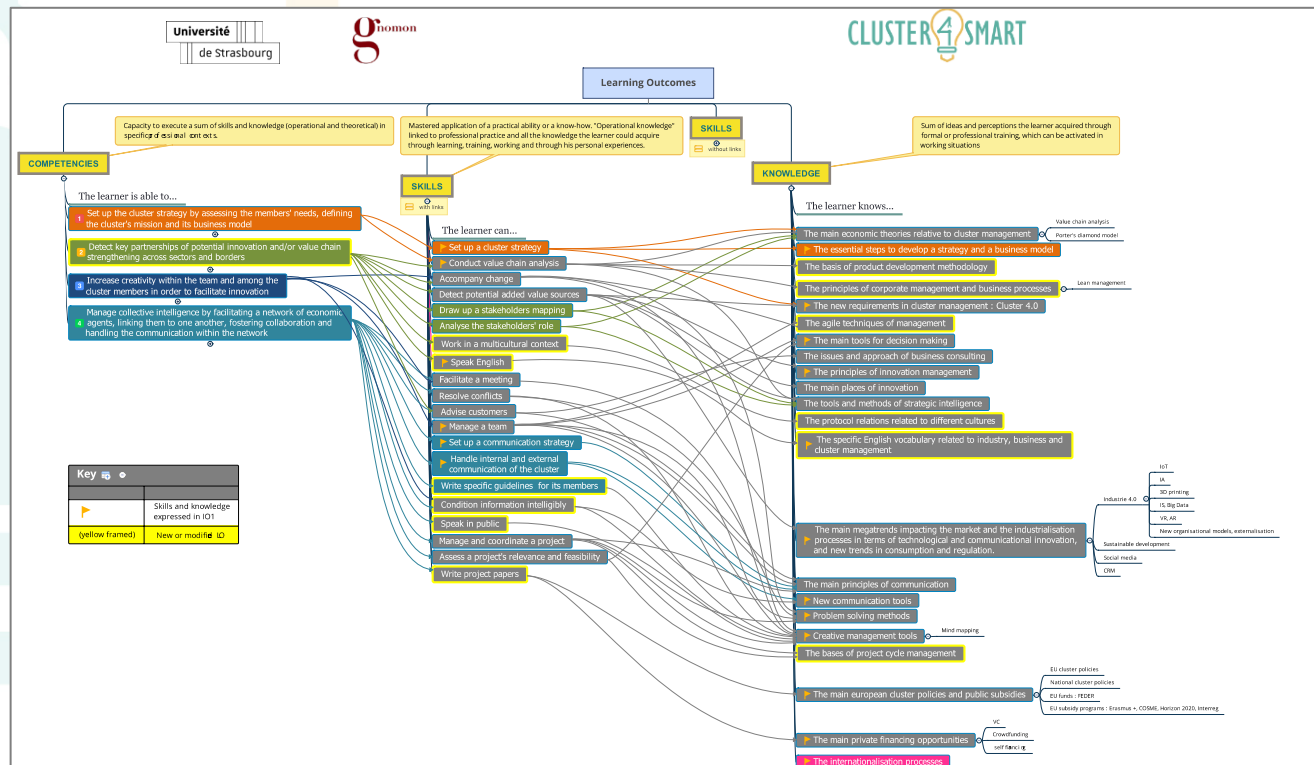
3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum
Organisation in Units and elaboration of the training content
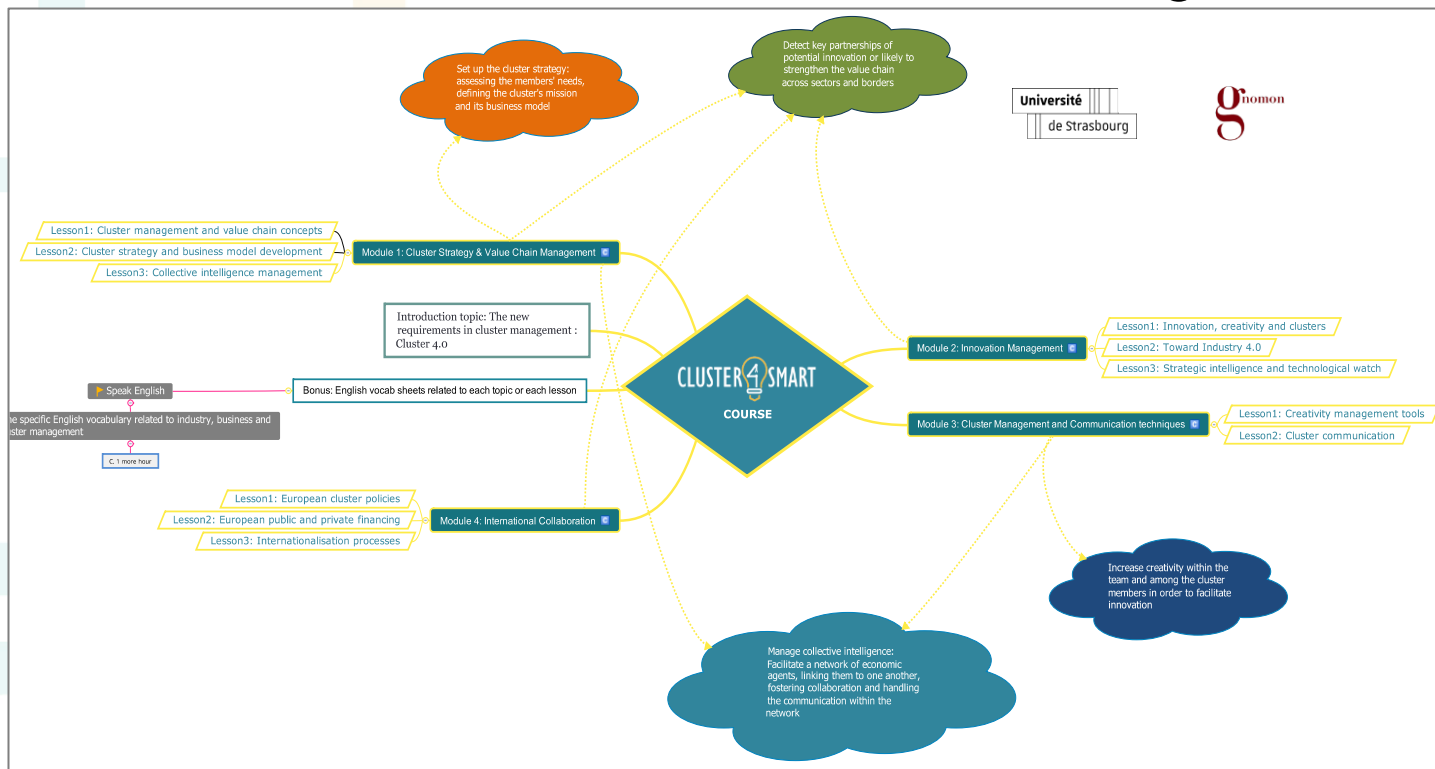
3. PROJECT'S STEPS AND OUTCOMES

IO2- Joint Curriculum

MODULE 1
CLUSTER STRATEGY AND VALUE CHAIN MANAGEMENT

- Lesson 1.1 **Cluster management and value chain concepts** p. 5
- Lesson 1.2 **Cluster strategy and business model development** p. 6
- Lesson 1.3 **Collective intelligence management** p. 8

MODULE 2
INNOVATION MANAGEMENT

- Lesson 2.1 **Innovation, creativity and clusters** p. 11
- Lesson 2.2 **Toward industry 4.0** p. 12
- Lesson 2.3 **Strategic intelligence and technological watch** p. 14

MODULE 4
INTERNATIONAL COLLABORATION

- Lesson 4.1 **European cluster policies** p. 21
- Lesson 4.2 **European public and private financing** p. 22
- Lesson 4.3 **Internationalisation processes** p. 23

MODULE 3
CLUSTER MANAGEMENT AND COMMUNICATION TECHNIQUES

- Lesson 3.1 **Creativity management tools** p. 17
- Lesson 3.2 **Cluster communication** p. 18

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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Theoretical resources	Practical resources
Course presentation videos Motion design videos Course presentation documents Tool sheets Vocab sheets Augmented infographics	Quizzes/games Case studies Active learning questions

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3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Course presentation videos

Benefits → Identify with a professor, Credibility, Comforting

3. PROJECT'S STEPS AND OUTCOMES

IO3- Training materials

Motions design videos
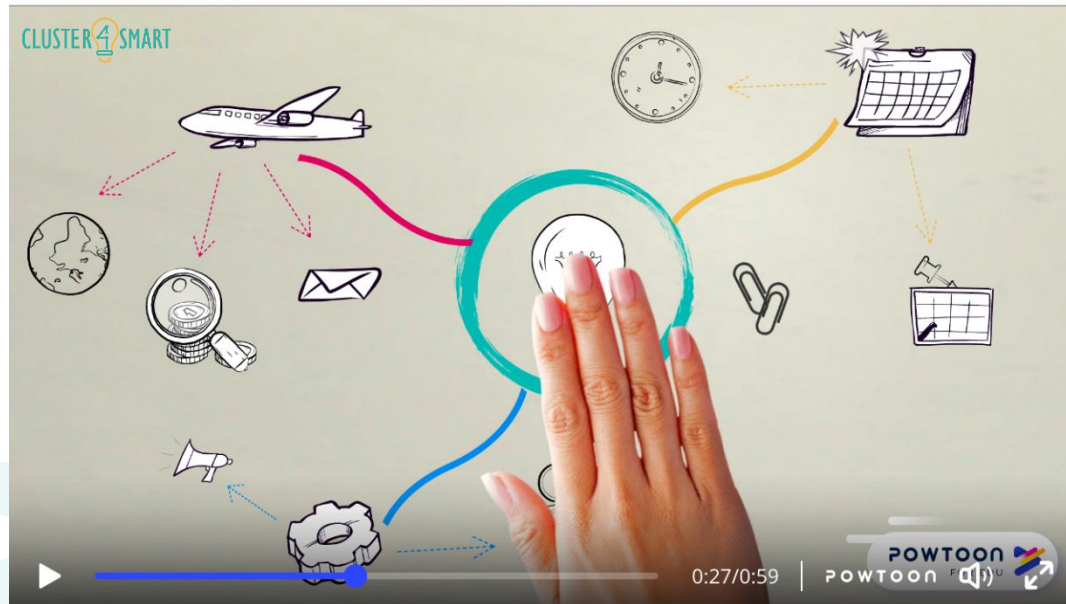
Benefits → Memory aid thanks to pictures, entertaining

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IO3- Training materials
Augmented Infography
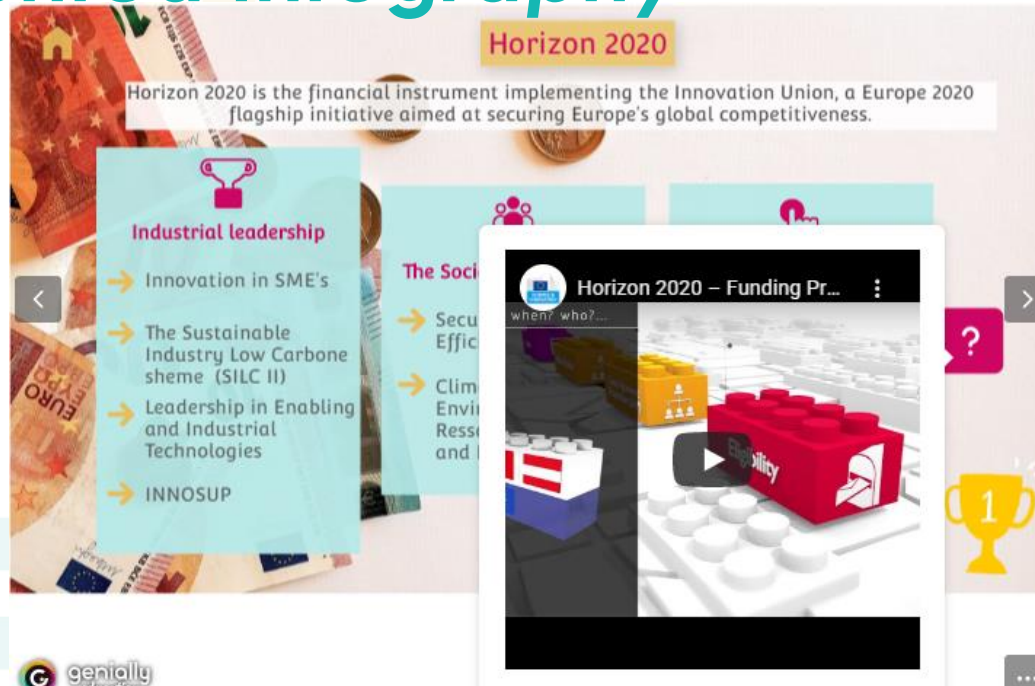
Benefits → Active learning: memory aid, involvement,
Interactivity: fun

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IO3- Training materials

Course Documents and Toolsheets

Benefits → Comforting, Extra information

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3. PROJECT'S STEPS AND OUTCOMES

IO4- Cluster4Smart Platform

Online platform with all training materials (videos, handbooks, infographics, Quizes...).

3. PROJECT'S STEPS AND OUTCOMES

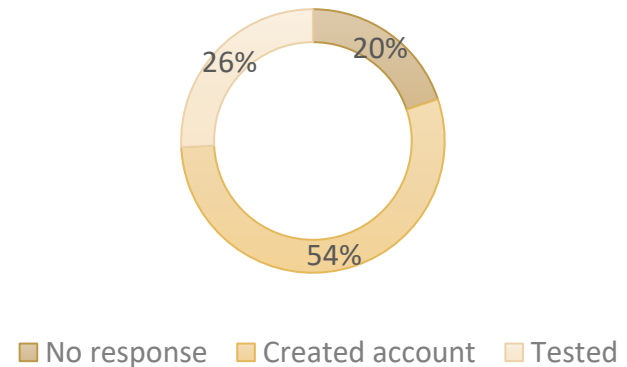## IO4- Cluster4Smart Platform

IO4- Cluster4Smart Platform Testing
From 20/03/2020 to 17/04/2020

➢ 74 accounts created,
  users from 19 countries

➢ 35 lessons tested (surveys completed),
  users from 13 countries

Registered platform users
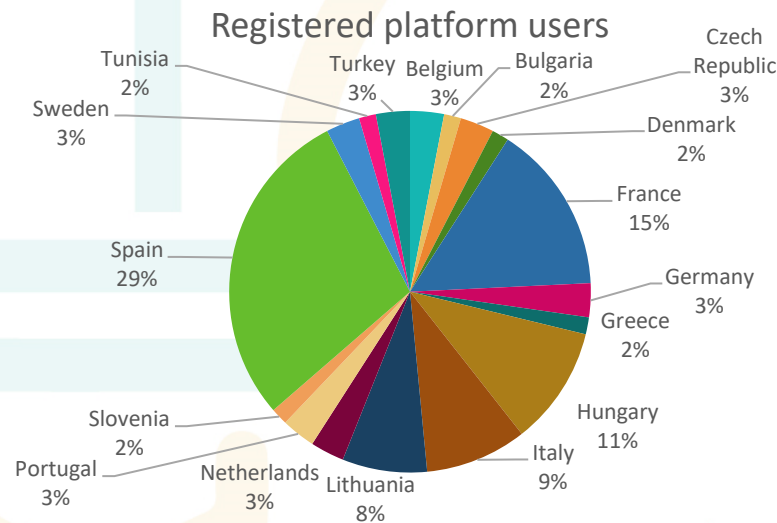
Global participation
(101 invitations)

■ No response ■ Created account □ Tested

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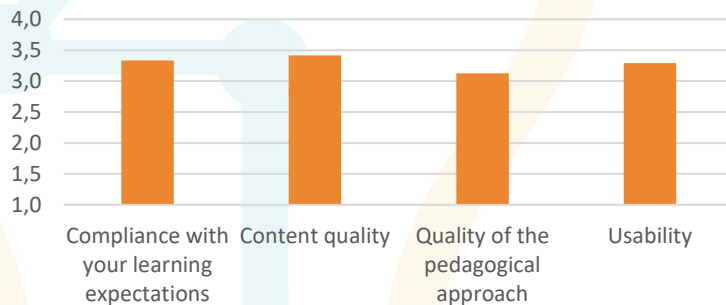
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3. PROJECT'S STEPS AND OUTCOMES
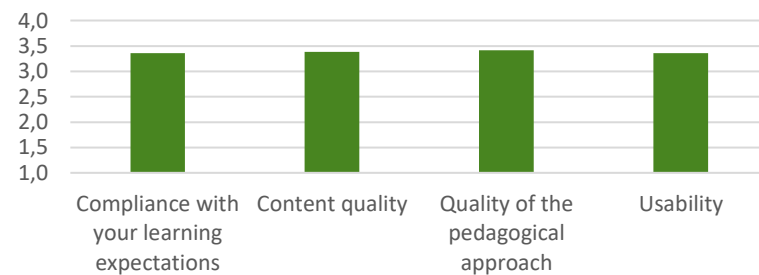
IO4- Cluster4Smart Platform Testing

Results:

> ➤ Good rates (4 points scale)
> ➤ A lot of comments
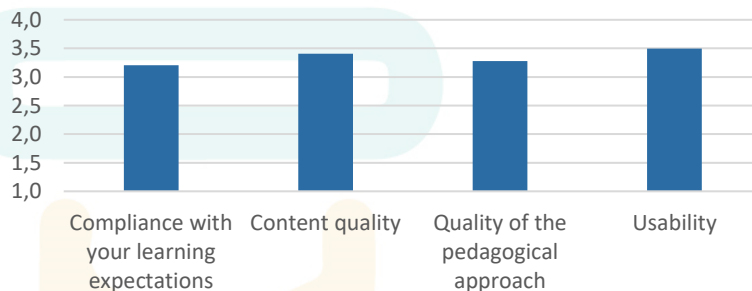> ➤ Continuous adjuments

Average Module 1 Cluster strategy and value chain management
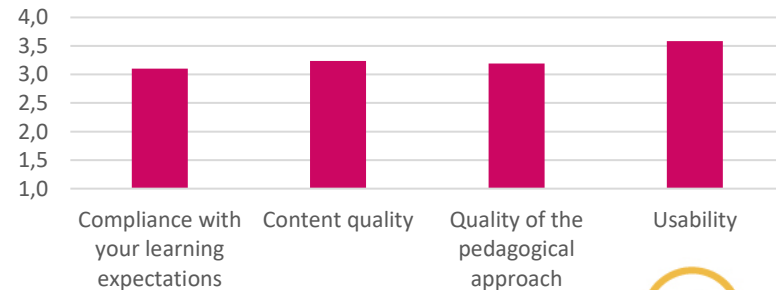

Average Module 2 Innovation management

Average Module 3 Cluster management and communication techniques

Average Module 4 International collaboration

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3. PROJECT'S STEPS AND OUTCOMES

COMMUNICATION

Visit our website! cluster4smart.eu

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COMMUNICATION

Stay updated on <u>linkedIn</u> and <u>Twitter</u>

<u>ECCP profile</u>

Watch our teaser on <u>Youtube</u>

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