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CLUSTRAT

## Pilot Action 1 Smart Home

*Clustrat – Boosting Innovation through new cluster concepts in support of emerging issues and cross-sectoral themes*

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REGIONE DEL VENETO

giunta regionale

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



# **The Pilot Action at a glance: create innovative clusters to deal with emerging industries in the field of Sustainable Living**

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EUROPE Programme co-financed by the ERDF



## ***Topic***

Our pilot aims to test the process for the **development of a new cross sectoral cluster for sustainable living** constituted by Leading Enterprises, Intermediate bodies (KTT), Research centres and Universities. We involved actors belonging to different sectors (home automation, furniture, green building constructors, energy efficiency, etc.) as well as the **demand side**.

### *CluStrat Partners involved:*

Veneto Region (IT)

Piemonte Region (IT)

Friuli Innovazione (IT)

Steinbeis-Europa-Zentrum (DE)

## *Why*

- Find an **effective way** to the development of a cross sectoral cluster;
- Understand the possibility to set up a **sustainable living cluster** or network at regional level with trans-regional and trans-national connections;
- **Demonstrate the existence of stakeholders**, belonging to different sectors, **with interesting experiences linked to sustainable living issues** such as: energy efficiency (internal and external to the house), environmental impact of materials, home automation, improvement of quality of life;
- **Strengthen the relationships** and the connections among involved stakeholders within regions and beyond regional boundaries;
- New ways of business or **new projects**.

# Pilot Action activities, results and next steps

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# Veneto Region, Piedmont Region and Friuli Innovazione

- Preliminary Experts meetings
  - Thematics
  - Methodology
  - Discussion points
  
- 3 thematic Workshops
  - Venice, 13<sup>th</sup> of February 2014
  - Venice, 27<sup>th</sup> of February 2014
  - Turin, 26<sup>th</sup> of March 2014

## ***Workshops***

- 13<sup>th</sup> of February 2014, “**Building and Re-building for new housing needs according to criteria of social and environmental sustainability**”
- 27<sup>th</sup> of February 2014, “**Active ageing and sustainability: change process and new ways of living**”
- 26<sup>th</sup> of March 2014, “**Active ageing and Home Care – Independent living**”

## ***Stakeholders involved***

- SMEs
- Industrial districts and their CMOs
- Intermediate bodies
- Research centres and other R&D actors
- Universities and other knowledge institutions (KEAs, KIBS)
- Demand side



# *Methodology*

Challenges and market trends  
in the sustainable living field



Best practices in cross-sectoral projects

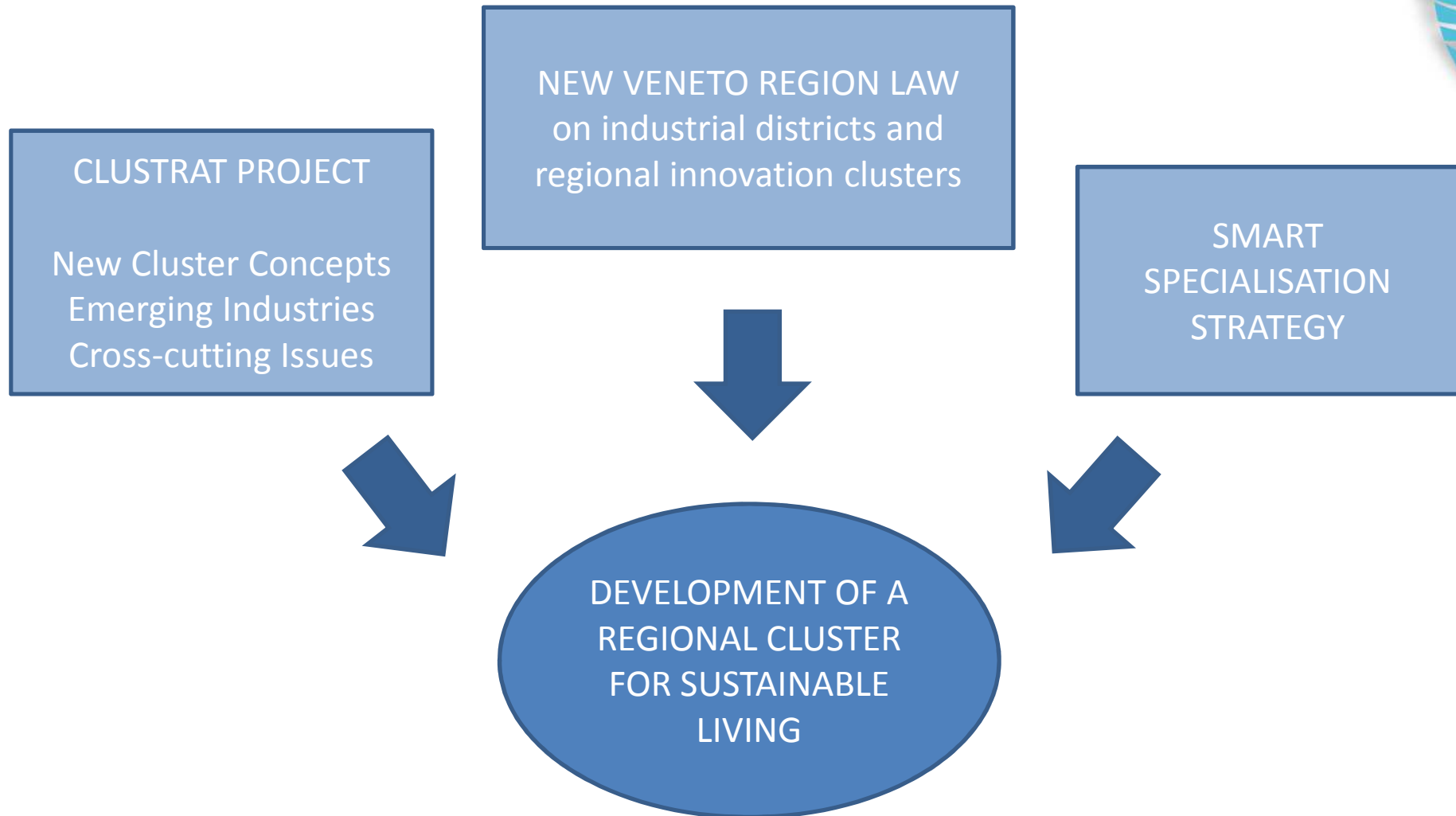


Discussions, round- tables, **interactive process**  
moderate by an expert in Meeting Design in order to  
identify enterprises visions, research centers role and  
demand side feedbacks and needs

# ***Results***

- Knowledge exchange and creation among network actors
- Better understanding of challenges and potential of cross-cluster cooperation
- Raise awareness
- Crucial role of knowledge institutions
- The importance of including the demand side perspective in the cluster – create a strong link between the demand and the supply side
- Coordination among cluster and different project
- Involved local/regional stakeholders promoting new cluster concept

# ***Veneto Region Policy convergence***



## ***Next steps***

- Coordinate new relations between different stakeholders
- Map relationship among companies with cluster approach
- Support and enhance cluster “culture” and cross-sector fertilization
- Enhance cooperation at regional, trans regional and transnational level

Thank you very much for your attention!



REGIONE DEL VENETO

giunta regionale

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## Pilot action Baden-Württemberg

Process development: Boosting innovation through clusters-based systemic coordination

Verena Neubauer M.A., Project Manager, Steinbeis-Europa-Zentrum

# Pilot action in Baden-Württemberg

## Description

- selected Emerging Industry: Active Aging
- thematic focus: assisted safe and independent living at home
- purpose: to develop and test a process of “systemic coordination” for cross-linking competent actors across the regional clusters - and beyond
- coordinator: Steinbeis-Europa-Zentrum

- CluStrat partners:

Piemonte + Veneto Region + Friuli Innovazione



Baden-Württemberg

MINISTERIUM FÜR ARBEIT UND SOZIALORDNUNG,  
FAMILIE, FRAUEN UND SENIOREN

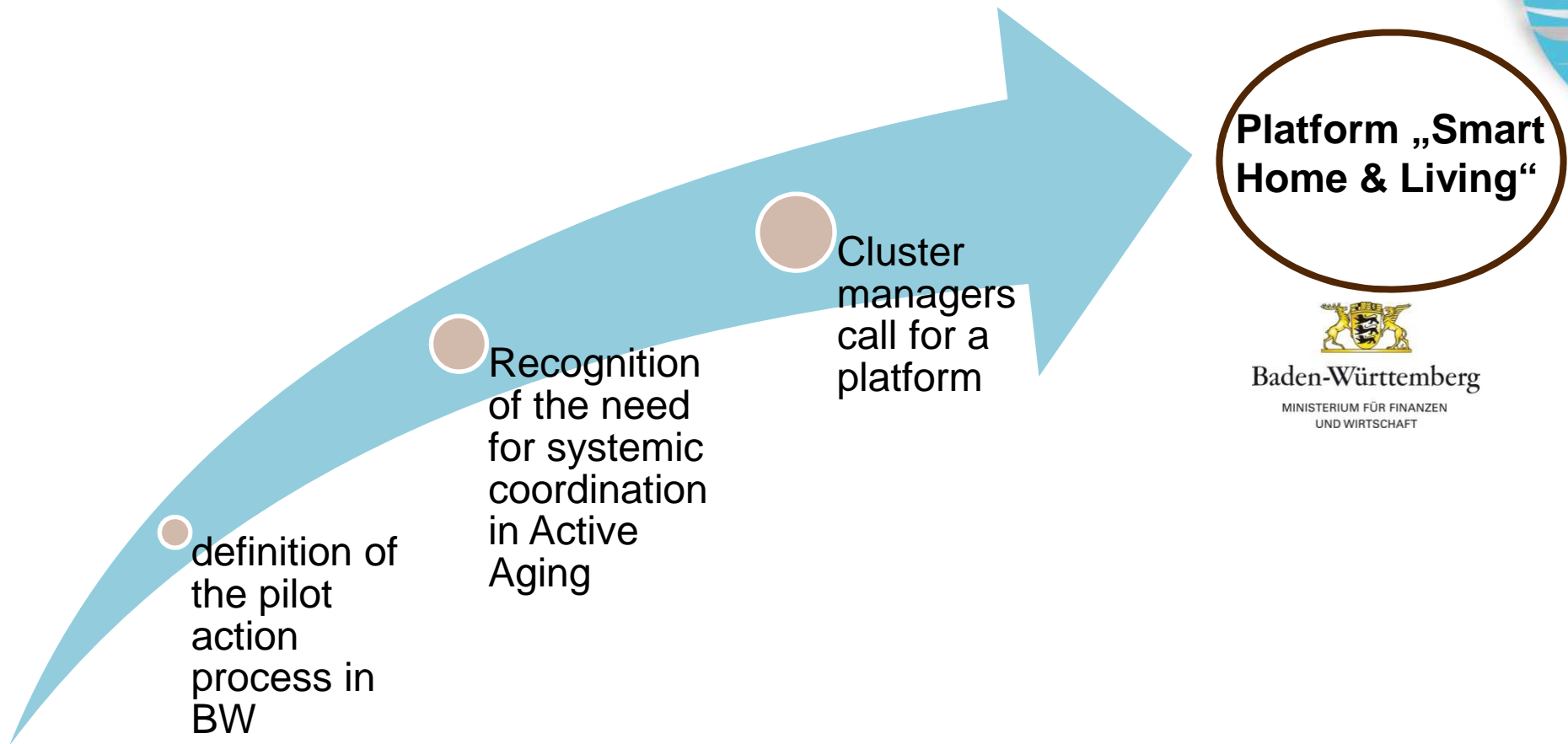


Baden-Württemberg

MINISTERIUM FÜR FINANZEN UND WIRTSCHAFT

# Pilot action in Baden-Württemberg

## Conclusions / next steps





Thank you very much for your attention!



### **Steinbeis-Europa-Zentrum**

Lead Partner of CluStrat

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