



May 2011

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CLUSTER POLICY




▪ FUI CALL FOR PROPOSALS

132 dossiers submitted in the 12th FUI R&D call for proposals

The current interministerial survey enables the excellence of these proposals to be gauged. The results are expected by the end of July 2011.

132 collaborative research and development projects labelled by competitive clusters were submitted following the 12th call for proposals sent out by the *Fonds Unique Interministériel* (FUI) (Single Interministerial Fund).

An interministerial survey will examine in particular the excellence objectives of these projects in terms of :

-  highly innovative technological content and quality of partnerships between individuals, companies and research bodies involved in the projects ;
-  development of new products or services presenting significant, clear, credible and well-supported market prospects ;
-  consequences in terms of value creation, economic activity and jobs.

The ministers in charge of the competitive cluster policy will publish the list of chosen proposals at the end of July 2011.

▪ INTELLECTUAL PROPERTY

France Brevets : to optimise use of patents

A €100 million investment fund created following the *États généraux de l'industrie* (Industry Convention).

Created in March 2011, France Brevets is a new player in the sphere of innovation. Its aim is to facilitate the use of companies' and public research bodies' patents.

The constitution of this French intellectual property investment fund, owned 50% by the State and 50% by the *Caisse des Dépôts et Consignations* (Deposit and Consignment Offices), will make one of the decisions resulting from the *États généraux de l'industrie* (The Estates General of Industry) a reality.

With an amount of €100 million, France Brevets will enable optimal use of patents. This new player will in particular constitute appropriate "**technological clusters**", i.e. sets of complementary patents from various public or private holders, to use them in the form of licences.

Companies, particularly members of competitive groups, who are looking for patents to use for their activity will also be able to call upon France Brevets to clearly identify the appropriate patents. Its first areas of intervention will be electronics and information and communication technologies.



▪ MARKETING

A new marketing resource platform presented to small businesses in competitive clusters

A new platform for contacts, exchanges, services and marketing content for small businesses and a collective marketing service provider brand will be created shortly, before the end of 2011.

The objective is to meet small businesses' strong need for help in searching for and selecting marketing service providers. The aim is also to provide them with services, such as the publication of calls to tender and job offers, marketing content and exchanges, in the manner of a discussion forum. These services will include access to the electronic directory of marketing service providers specialising in services for small businesses and meeting the brand's commitments.

Supported by the DGCIS, the project will be implemented by the Association Nationale des Professionnels du Marketing (ADETEM) (National Association of Marketing Professionals). These new tools will be presented to the company networks forming small businesses, particularly competitive clusters, for which successful marketing of innovative products created is an important requirement. This presentation will be able to contribute to the clusters' organising, pooling and assistance actions.

These interventions may take the form of workshops, with the participation of a marketing professional to answer participants' questions. They will be addressed, depending on the case, either to the clusters' organisers, who will then be able to relay the information, or to the small businesses themselves.



This project complements the DGCIS's actions aimed at making small businesses aware of the importance of marketing as a lever for competitiveness. In particular, it ideally complements the website www.marketingpourpme.org, which is a real "marketing tool box". This tool assists small businesses step by step in their marketing operations. It offers them precise methodologies for working out their strategy and summary sheets for implementing it.



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▪ SKILLS MANAGEMENT

Enrichment of the “Competitiveness” website

A new “cluster company skill development” section

The “Competitive Cluster Ecosystem” area of the interministerial website www.competitivite.gouv.fr now comprises a section on the development of skills in companies in competitive clusters. This section presents in particular examples of actions in the human resources field conducted by the clusters, event reports, information document references, etc.

▪ FOCUS ON THE INVESTMENTS OF THE FUTURE

Six successful IRTs chosen following call for proposal and 2 requiring reconfigurations

Research and Innovation Institutes (Instituts de Recherche et d'Innovation : IRT) to multiply strategic partnerships between companies, research and training bodies.

Six IRT projects have been directly chosen and two need to be reconfigured before final selection by the jury. The projects concerned are IRT Nanoélectronique by the Minalogic cluster, AESE by the Aerospace Valley cluster, Lyon BioTech by the Lyonbiopôle cluster, Railenium by the I-Trans cluster, M2P by the Materialia cluster, Jules Vernes by the EMC2 cluster, SystemX by the Systematic cluster and B-COM by the Images et Réseaux cluster.

These projects cover a large number of strategic sectors of our economy : aviation, health care, railways, materials and information and communication technologies.

They will allow the whole innovation process to be covered, from fundamental research to marketing and use. Too often, fundamental research still remains dissociated from the corporate world. Collective efforts in favour of R&D will have to lead to growth and jobs through the emergence of new products and services.

Competitive clusters play an essential role in IRT projects. They have already brought companies and public research and higher education bodies closer together. With IRTs which aim to “reinforce the ecosystems constituted by competitive clusters”, clusters will have to go even further in the structuring of strategic partnerships.



▪ FOCUS ON INVESTMENTS IN THE FUTURE

SATT : 5 projects chosen

Genuine unique local outlets to improve the service provided to researchers and companies. They will facilitate the action of competitive clusters in the area of technology transfer.

5 Technology Transfer Acceleration Companies (Sociétés d'Accélération du Transfert Technologique ; SATT) chosen at this stage by the international jury, out of 15 projects received at the time of the SATT project invitation. These are :

- **Connectus Alsace** : Université de Strasbourg / CNRS / Université de Haute-Alsace / INSERM / INSA Strasbourg / ENGEEES
- **Lutech** : Paris Sorbonne Universités, Paris Sciences et Lettres, Université Technologique de Compiègne, Institut Curie, INSEAD, CNRS,
- **Midi Pyrénées** : PRES Université de Toulouse / CNRS
- **Idf Innov** : Sorbonne Paris Cité, Université Paris Est, Université de Cergy Pontoise, CNRS, INSERM
- **PACA – Corse** : Université de la Méditerranée / Université de Provence / Université Paul Cezanne / Université du Sud Toulon Var / Université de Nice Sophia Antipolis / Université d'Avignon et des Pays du Vaucluse / Université de Corse / CNRS / INSERM / ECM (Ecole Centrale de Marseille).

Other projects could be selected later under the control of the President of the jury.

A sum of 900 million euros is granted to Technology Transfer Acceleration Companies (SATT). Unique outlets for development of public research will thus be able to set up. The SATTs will help to professionalize development teams and reinforce skills, particularly on university sites. They will replace the numerous systems coexisting on the same site to constitute genuine unique proximity counters to improve the service provided to researchers and companies. They will finance the maturation and “proof of concept” phases before marketing in the form of intellectual property rights or creation of innovative companies and highly qualified jobs on the basis of the research work of the laboratories within their scope. The SATTs are locally oriented companies (SAS) and will be majority-owned by groups of research establishments and organisations.

In association with the competitive cluster and their ecosystem, they will have to manage development activities within an ecosystem constituted by the laboratories and companies. The SATTs will not be competitors for the clusters but an additional tool available to their members and their ecosystem.



▪ FOCUS ON INVESTMENTS IN THE FUTURE

Thematic project invitations concern the clusters until November 2011

Reminder of the various timetables

Themes	Operators	Deadline for submission of bids
"Digital City" and "Intelligent Transport System" project invitation	CDC	31 May 2011
Call to express interest for experiments linked to recharging infrastructures for rechargeable electric and hybrid vehicles	ADEME	14 June 2011
Call to express interest dedicated to hydrogen and fuel cells	ADEME	27 August 2011
Invitation to express interest dedicated to energy storage	ADEME	27 August 2011
Invitation to express interest dedicated to plant chemistry	ADEME	15 September 2011
Invitation to express interest dedicated to collection, transport, geological storage and use of carbon dioxide	ADEME	15 November 2011



INTERNATIONAL

▪ INTERNATIONAL

Centres of excellence or “Spitzenclusters” in Germany

Discover the “cluster” policy implemented in Germany : skill networks at federal level and excellence clusters at national level.

Skill networks or “Kompetenznetze” at federal level

The German skill network initiative was launched in 1998. The main objective was to facilitate networking between research and industry players together with regional implantation of skills in Germany.

The networks bring together companies and university and extra-university research institutes and centres, together with investors, around a leading edge sector. The initiative is placed under the control of the Federal Ministry of the Economy and Technologies (BMWi), while its everyday management of these networks is entrusted, after invitation to tender and for a given period, to a project management agency (currently VDI/VDE-IT). Labelled networks do not receive any particular funding from this ministry. Each network is financed independently, via regional (Länder) funds, contributions, European funds, etc.

These networks define themselves as the “best skill clusters club”. For members of these networks, the skill network initiative is a label of quality.

Germany had 102 networks on 31 December 2010.

Selection of excellence clusters : “Spitzenclusters”

As part of its national research and innovation strategy, the German Federal Ministry of Education and Research (BMBF) launched the “Spitzencluster” competition in 2007. This initiative is allocated a budget of 600 million euros. Its aim is identify the most efficient skill clusters and assist them in their progress to a position of international leadership.

Selection by competitive examination in 2008, 2010 and 2011

To select the “Spitzenclusters”, the federal government chose to proceed by way of three waves of competitive examinations in 2008, 2010 and 2011. The selection procedure is carried out in two stages.

The jury consisting of independent international experts selects 15 candidates on the basis of outline projects. These candidates then have three months to work out a five-year strategy. They must present projects for the first phase of financing. The jury then selects up to five clusters. These clusters benefit, for a maximum period of 5 years, from financial support of up to €200 million in all, or €8 million per year per cluster.



After two years of financing, the clusters draw up an intermediate report. They present research projects for the second phase of financing. The jury then decides on the continuation of the financing until the end of the five-year period.

As selection is not theme-based, candidates are asked to meet four criteria :

- provide private financing at least equal to the amount of public financing,
- present high levels of scientific cooperation,
- propose a clearly defined agenda for creation and sharing of knowledge,
- have a proven international strategy.

The support of the Federal Ministry of Research must enable their ideas to be concretised rapidly in the form of products and services. Three quarters of the funding is assigned to industrial research and pre-competitive development.

10 “Spitzenclusters” at the beginning of 2011

At the beginning of 2011, there were ten “Spitzenclusters” covering the various priority fields of the national strategy: climate/energy, health care/nutrition, mobility, security and communication. These clusters were selected in the first two waves in September 2008 and January 2010.

Of these, four are the logical continuation of a Kompetenznetze, while another Spitzencluster groups together three Kompetenznetze.

The process of selection of the last five “Spitzenclusters” is currently in progress and will be completed in January 2012.

The 10 German excellence clusters / "Spitzenclusters"

ICT

- Forum for organic electronics, Rhine-Neckar region
- Software-Cluster, Darmstadt region, Kaiserslautern, Karlsruhe, Sarrebruck and Waldorf
- MicroTEC Südwest, in Baden-Wurtemberg

ENERGY

- High energy efficiency innovations, Silicon Saxony
- Solarvalley (Länder of Saxony, Saxony-Anhalt and Thuringe)

AVIATION

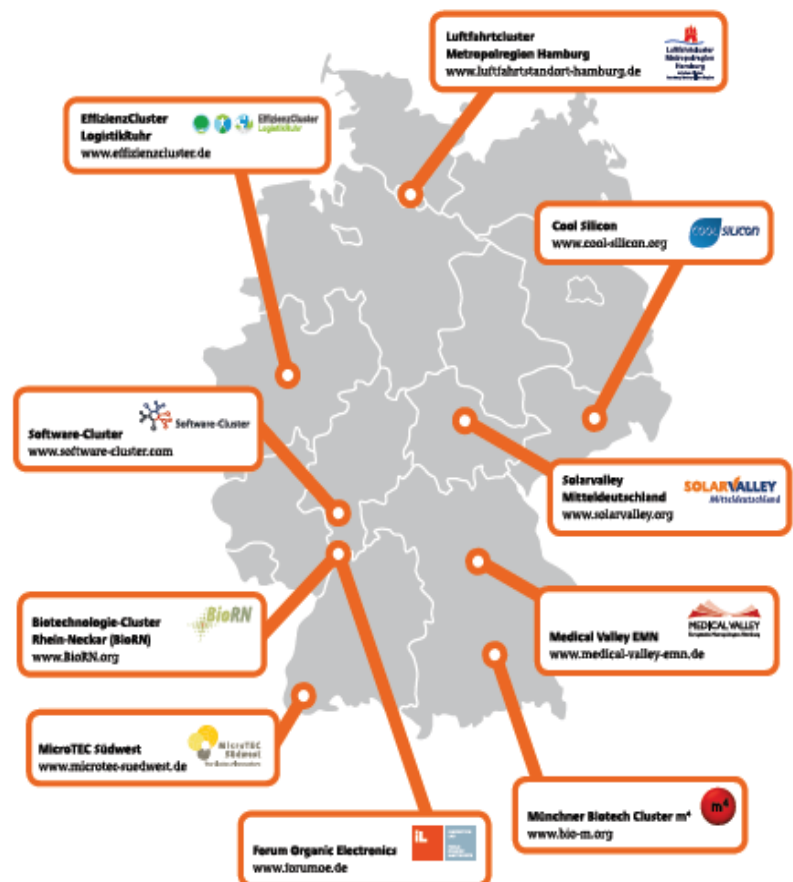
- Hamburg region aviation cluster

HEALTH CARE

- Cellular and molecular medicine, Rhine-Neckar region (BioRN).
- Münchner Biotech Cluster - m4
- Medical Valley Europäische Metropolregion Nürnberg, in Bavaria

SERVICES

- EffizienzCluster LogistikRuhr, Ruhr region





▪ PUBLICATION

Intelligence report on State aid for competitive clusters, May 2011 edition.

In the news this month :

- The Commission launches a public consultation on revision of the guidelines concerning broadband to determine whether it is necessary to revise the existing guidelines adopted in September 2009.
- The French investment capital aid system (Fonds National d'Amorçage - FNA) to help young innovating companies was approved by the European Commission on 20 April. This funding is part of the investments in the future.
- After an in-depth inquiry, the European Commission has decided that the FMEA's investment in favour of TREVES does not constitute State aid.
- France has informed the European Commission of the implementing of an exempted aid system concerning aid for R&D projects dedicated to the development of the digital economy within the framework of investments in the future.

➤ LANDMARKS

- 14** Is the number of dossiers received in the first wave of the project invitation structuring competitive clusters (programme of investments in the future).

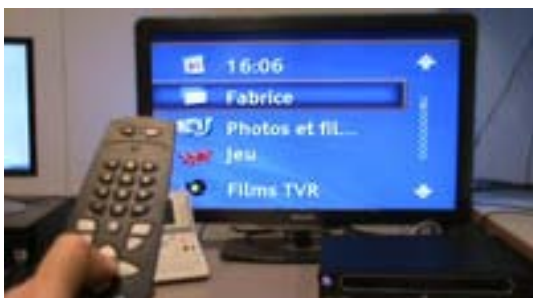
CLUSTERS IN ACTION

FOCUS ON COMPLETED PROJECTS

▪ TIC

Companym@ges : multimedia services in image form

Enabling elderly people to receive a text message easily on their TV set, carrying out a technical repair operation without travelling to the site, or directly contacting a presenter seen on television via the remote control.






Demonstration of personal aid service - Images et Réseaux cluster.

The Companym@ges project was labelled by the [Images et Réseaux competitive cluster](#), which specialises in future uses of the Internet, digital content and television. After receiving aid following the second project invitation of the Fonds Unique Interministériel (FUI), the planned work has been completed and enables a number of scientific and economic prospects to be envisaged.

Development of a multimedia service platform

The project consisted in developing a generic platform for easily accessible and innovative image-based multimedia services. Three concrete applications based on intensive use of images are envisaged :

-  **personal services** to strengthen inter-generational links and elderly people's participation in civilian life. Thus, for example, to strengthen inter-generational links in a retirement home, an elderly person will be able to view a text message sent by his granddaughter on his television set ;
-  **a multimedia maintenance service** placing experts and maintenance technicians automatically in contact. This will make it possible for example for an expert to carry out a technical operation remotely without travelling to the site, via exchange of video and audio information with a maintenance technician present on site ;
-  **new services offered to TV viewers** combining interactive TV and a customer service call centre. This service is intended for a family audience who will be able to contact TV presenters following a programme on tourism or visit a house for sale via their remote control with a property advertiser.



A project involving 12 Breton players in the audiovisual and communication field

- **The project leader** is [Alcatel-Lucent Enterprise](#), the leading company supplying end-to-end communication solutions.
- **Other companies have also taken part in this project** : [Active Circle](#) (a software publisher specialising in file storage and data management) , [Altran Ouest](#), [Camka System](#), [Comverse](#), [Iwedia](#), [Niji](#), [TDF](#), [Le Télégramme](#)
- **Training and research centres** : [Telecom Bretagne](#), the [Sociology Research Workshop of the Université de Bretagne occidentale](#) and the [Université de Bretagne sud-Lab-STICC](#)

Work conducted by a multidisciplinary team for three years

A multidisciplinary team was constituted. It combined researchers (computer specialists, sociologists and ergonomists), manufacturers, professionals, local authorities and associations. These parties worked in close collaboration to co-design, develop and demonstrate innovative services and new uses based on image.

Full-scale tests in a retirement home

A Brest retirement home accommodating dependent elderly people was able to test these new communication tools. **No computer knowledge is necessary**. A simple remote control and a television set with a digital TV decoder are all you need to use this new service after a few minutes' learning. Residents were thus able to exchange information with their families, read or listen to messages, look at photographs or watch videos. Other services were also proposed, such as access to a wide range of information, news about their neighbourhood, voice access to newspaper articles, etc.

Already quantifiable scientific consequences

- **Creation of the Elderis start-up**, incubated in Emergys and benefiting from technological transfer from Telecom Bretagne, for the marketing of a commercial solution in partnership with Alcatel-Lucent Enterprise.
- **8 patents**
- **Publications** in 1 review, 3 international conferences and 4 research reports.
- **Participation** in 8 academic symposia and 13 professional forums
- **Participation in the "International Interactive TV Awards (AFDESI)"**
- **Technical and commercial partnership** between Camka System and Alcatel-Lucent Enterprise (Alliance & Application Partner Program) in remote assistance and remote maintenance markets.

CLUSTER NEWS

■ RESEARCH AND INNOVATION WORKSHOPS

The IAR, i-Trans and UP-tex competitive clusters create research and innovation workshops in Picardie

For these three clusters, a new example of pooling of their means of informing their members



Copyright IAR

The three competitive clusters [Industries Agro-Ressources \(IAR\)](#), [i-Trans](#) and [UP-tex](#) located in the Picardie, Nord-Pas de Calais and Champagne-Ardenne regions are going to come together in workshops intended for players in the three clusters.

Conducted in collaboration with the Picardie Regional Innovation Agency, the first workshop concerns research tax credit. Together, the clusters are informing their members of new developments and changes in research tax credit to help them in their research and innovation initiatives.

After Amiens and Saint-Quentin, the next workshop on the same theme will be held in Compiègne on 31 May 2011.

This first research and innovation workshop marks the beginning of a longer cycle of collaboration. Other subjects are already under preparation and will be dealt with in forthcoming workshops.



▪ INTER-CLUSTER PARTNERSHIP

Four clusters, Filière équine, Mov'eo, Nov@log and TES, create a multidisciplinary committee to facilitate the granting of the “Cluster Innovative Companies” label

The first six small business seeking funds have obtained the label to increase their visibility and their audience among private financiers.





The Normandy clusters [Filière équine](#), [Mov'eo](#), [Nov@log](#) and [TES](#) are among the 25 competitive clusters which have signed the national charter for the “Cluster Innovative Company” label to reinforce their support for innovation in their micro-businesses and small businesses.

To give this label a broader scope, the four Normandy clusters have grouped together to create a joint multidisciplinary committee. At the beginning of 2011, they launched their first invitation to tender among the small businesses in the clusters. In March, the first six companies received the label from the representatives of the competitive clusters and private financiers such as Business Angels, capital investors belonging to AFIC, OSEO, Rétis, the *Caisse des Dépôts et Consignation* and the Ministry of the Economy, Finance and Industry, all of which are signatories to the Charter.

The “Cluster Innovative Company” label validates these companies’ technological and financial strategy. If their high potential is confirmed, it will enable some of them to become intermediate sized businesses. These companies will thus be able to contribute to France’s competitiveness in international markets.

Companies which have not received the label but whose bids have been judged admissible will be able to receive assistance to improve their dossier and will be invited to present the result of their work at the next committee meeting on 22 September 2011.

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▪ INTERNATIONAL PARTNERSHIP

The three clusters Cancer-Bio-Santé, Lyonbiopôle and Medicen participate in the oncology mission in the United States

Coordinator of the first theme mission of French “health care” competitive clusters, the competitive cluster Cancer-Bio-organised the “Oncology Tour” mission in the United States from 2 to 7 April 2011.



Copyright Cancer-Bio-Santé

Three French clusters in the health care field, **Cancer-Bio-Santé**, **Lyonbiopôle** and **Medicen**, took part in this mission. It also involved 8 French companies belonging to the clusters : Ecrins-Therapeutics, Immunid, Metabolys, Millegen, Myelomax, Netris Pharma, Neurofit and Sanofi-aventis.

This mission was supported by the DGCIS and organised in partnership with Ubifrance and the San Francisco Economic Mission.

The programme comprised three events :

- participation of the delegation in the annual meeting of the American Association for Cancer Research (AACR) in Orlando ;
- a meeting with the Maryland Biotechnology Center in Baltimore for a presentation of the regulatory framework of the American Food and Drug Administration (FDA). Meetings with Maryland companies also took place. In all, 70 business meetings were held between French and American biotechnology companies ;
- a visit to the world's biggest cancer research centre and the biggest provider of cancer research funds in the United States, the National Cancer Institute (NCI) and the NIH Clinical Center in Bethesda.

▪ INTERNATIONAL PARTNERSHIP

Feedback on the Israel and China missions of the automobile clusters ID4CAR, Mov'eo, LUTB and Véhicule du Futur

The four clusters in the automobile field, ID4CAR, Mov'eo, LUTB and Véhicule du Futur, have jointly participated in missions abroad. They organised a technological partnership meeting in Israel and a partnership mission in China, with the help of DGCIS and Ubifrance.

Israel mission : “Competitive technologies in the field of intelligent transport systems”



This technological partnership meeting took place from 11 to 13 October in Tel Aviv. More than 50 Israeli organisations came to meet the French delegation. Meetings targeted in accordance with the requests of the French participants were organised, together with visits by manufacturers or local academics.

Israel has very competitive technologies in the field of intelligent transport systems. Companies and research laboratories have carried out

numerous developments for road safety applications.

These meetings limited to a small number of people gave the French participants an opportunity for high quality exchanges. Cooperation is currently being developed particularly for the small French businesses which took part in this mission.



China mission : “The world’s biggest automobile market, hurried and pragmatic, is driving the development of electric vehicles”

A partnership mission was organised in China from 8 to 12 November 2010. Its main aim was to meet Chinese players on the theme of “electric vehicles, hybrids and batteries”. The partners’ wish was to obtain a better understanding of the outlines of this new industry in China.

15 French representatives of research bodies and companies met 8 Chinese organisations representing this subject.

This mission in China was an opportunity to discover a market characterised essentially by its pragmatism. The Chinese are in a hurry. They are looking for mature technologies to meet the challenge of escaping from oil dependency and using electric vehicles.

Chinese players are ready to cooperate with those who can offer them that which they do not master. They are prepared to open up to French companies who provide know-how or a product which meets their immediate needs.

The close matching between the Chinese players met and the members of the delegation enabled productive exchanges. Areas for cooperation were thus identified and two small French businesses have already made plans to return to China at the beginning of 2011 to study in greater detail the cooperation envisaged in this mission.



[_ Consult the archives \[http://www.competitivite.gouv.fr/spip.php?article116&lang=fr\]](http://www.competitivite.gouv.fr/spip.php?article116&lang=fr)

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