



July-August 2011

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CLUSTER POLICY

▪ POLITICAL EVALUATION OF CLUSTERS

On the road to preparation for the third phase of the cluster policy

Competitive clusters presented their thoughts and wishes concerning the future of the cluster policy at the ninth National Competitive Cluster Day. The timetable for assessment of the second phase of the policy was detailed at this event.



The ninth National Competitive Cluster Day was held in Bercy on the 12th of July 2011, in the presence of Mr François Baroin, Minister of the Economy, Finance and Industry, who came to give the closing speed. This event provided an opportunity for preliminary thinking concerning the preparation of the third phase of the competitive cluster policy and numerous particularly fruitful exchanges.

Mr Éric Besson, Minister of Industry, Energy and the Digital Economy, recalled the timetable for the assessment of phase 2 of the competitive cluster policy. This should begin at the end of 2011, with the consultants' report expected in spring 2012. The invitation to tender regarding this assessment can be consulted on the website www.marches-publics.gouv.fr

 En savoir plus

 [Closing speech given by François Baroin, Minister of the Economy, Finance and Industry](#)

▪ FUI CALL FOR R&D PROJECTS

Twelfth FUI call for R&D projects: 79 new projects helped

The results of the twelfth call for competitive cluster R&D projects bring the total number of projects helped since 2005 to 1051.

79 new R&D projects helped

The state has decided to fund 79 new competitive cluster collaborative R&D projects. These results follow the twelfth call for competitive cluster R&D projects. 55 competitive clusters are concerned. The state funding amounts to €73 million. This financing is complemented by €53 million in funding from local governments and FEDER community funds for most of these projects. Selected for their innovative nature and the economy activity they should generate, these projects were chosen from 132 applications presented.



More than 1000 R&D projects helped since 2005

In total, all the calls for competitive cluster projects have enabled 1051 collaborative projects to be supported since 2005. These projects represent R&D expenditure of nearly 5 billion euros, 15,000 researchers and public funding of €2 billion, including €1.3 billion provided by the state.

 [En savoir plus](#)

 [Results of the twelfth call for projects](#)



▪ CLUSTER CASH FLOW

A new system to reinforce the financial security of competitive clusters

France Clusters and the banking groups BNP Paribas and Crédit du Nord sign partnership agreements to reinforce clusters' cash flow.

A new system to improve the cash flow of competitive clusters has just been created. France Clusters, BNP Paribas and Crédit du Nord have signed "Competitiveness Plus" partnership agreements. The two banks undertake to provide competitive clusters, with OSEO backing, with a cash flow solution to reinforce their financial security. This action follows the announcements made by Mr Éric Besson, Minister of Industry, Energy and the Digital Economy, at the eighth National Competitive Cluster Day on the 27th of January 2011, concerning the need to set up such a system.

The banks will now be able to provide short-term cash credit for competitive clusters. The amount could represent up to 80% of the public subsidies received in the year n-1, on presentation of the funding application file to the public authorities. The beneficiaries will present their accounts for the year n-1 certified by their auditor. They will domicile the financial flows on a current account in the partner banks. The banks also undertake to support the innovative projects of the cluster companies. OSEO will contribute to the guaranteeing of this within the limit of €1.5 million, with a guaranteed share of 5 to 70 %.

At the ninth National Competitive Cluster Day on the 12th of July 2011, Véronique Barry (DGCIS) and Xavier Roy (Director of France Clusters), presented this system to the competitive clusters in the presence of the banks' representatives.

▪ PRIVATE FUNDING

Twelfth Tremplin Entreprises event: 30 innovative companies seeking funding selected

By presenting their innovative project to investors, the selected companies increase the probability of finding the funding necessary for starting or developing their activity.

The twelfth "Tremplin Entreprises" event jointly organised by the Senate and ESSEC was held on the 4th of July 2011. A selection committee composed of 60 risk capital, innovation and entrepreneurship experts selected **30 innovative companies**. These companies were selected from 223 candidates in four areas of activity: energy, materials and components, Internet and services, software and systems, and life sciences. These are companies less than 5 years old, half of which are applying for a first outside investment. They seek sums ranging from €80,000 to €5 million in order to develop. The average amount of capital sought is €1.68 million.

Selection also allows the successful candidates to:

- Give their project greater credibility, having successfully undergone rigorous selection by risk capital experts.
- Make useful contacts and save time by meeting leading figures in the corporate world in one go.



- Be rewarded, in some cases, with one of the prizes awarded at the Tremplin Entreprises event, and benefit from help and assistance from our partners.
- Enhance their reputation through access to widely circulated media.
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- Enhance their reputation through access to widely circulated media.

 En savoir plus

- [Twelfth Tremplin Entreprises website](#)

▪ FOCUS ON FUTURE INVESTMENTS

Shared innovation platforms (PFMI): launching of the first call for projects

The first call for projects is open continuously until the 30th of January 2012, but a first wave of pre-selection will take place on the 29th of September 2011.

The call for projects for shared competitive cluster innovation platforms was launched on the 7th of July 2011. Open continuously until the 30th of January 2012, this call for projects aims to support R&D equipment sharing projects which are economically viable and open to a broad community of users.

The projects proposed must be submitted in electronic form imperatively before 1 pm on **the 30th of January 2012** on the secure platform of the Caisse des Dépôts for future investment consultations.

A first wave of project pre-selection will take place on the 29th of September 2011. These projects will be examined between now and the end of the year for selection.

This call for projects follows on from the call for expressions of interest launched in autumn 2010. Participation in the call for expressions of interest is not mandatory for candidates in the call for projects.

 En savoir plus

- [Shared innovation platform projects, an opportunity for competitive clusters](#)



▪ FOCUS ON FUTURE INVESTMENTS

Institutes of excellence in carbon-free energies (IEED): launching of the second call for projects

The second call for “IEED” projects is open until the 31st of October 2011 for five themes.

The second wave of the call for projects in the field of “Institutes of excellence in carbon-free energies” was launched on the 3rd of August 2011. You can submit your project **up until 1 pm on the 31st of**

October on the website of the ANR, the operator of this initiative. The specifications of this call for projects are also available on the website of the [ANR](#) or the [competitive clusters](#).

This second wave of the call for IEED projects exclusively concerns projects relating to the following themes:

- solar energies,
- renewable ocean energies (including installed and floating wind turbines),
- energy efficiency of transport equipment (including infrastructures),
- energy efficiency in buildings and in towns (including “smart grids” downstream from meters)
- underground technologies for applications in the field of carbon-free energies and climate change combat.

It will enable support to be provided for worldwide technological innovation campus projects bringing together companies, public and private applied research laboratories, training establishments and prototyping and industrial demonstration resources essentially on the same site and reinforcing the ecosystems constituted by competitive clusters.

En savoir plus

- [Institutes of excellence in carbon-free energies \(IEED\), an opportunity for competitive clusters.](#)



▪ FOCUS ON FUTURE INVESTMENTS

Competitive cluster structuring projects: call for projects in progress

The call for competitive cluster structuring projects is open until the 15th of January 2012 but two waves of submissions are also scheduled for the second half of 2011.

The call for projects dedicated to competitive cluster R&D projects (PSPC) is open until the 15th of January 2012. The third wave of submissions is scheduled for the 29th of September next for preselection in the weeks which follow. The following wave of submissions is on the 25th of November 2011.

 En savoir plus

 [Structuring R&D projects, an opportunity for competitive clusters](#)

▪ FOCUS ON FUTURE INVESTMENTS

Launching of the Fonds National d'Amorçage (FNA)

The state has set up the Fonds National d'Amorçage (National Seed Fund) to help innovative companies to obtain capital.

Companies which develop technological innovations offer competitive advantages and in many cases potential for creation of jobs and economic activity. However, because they need more time to develop their product or their service, such companies have greater capital needs than others.

For this purpose, the state set up the Fonds National d'Amorçage (FNA) on the 4th of June 2011, for a period of four years. Endowed with 400 million euros, the FNA will not directly finance companies. It will invest in 15 to 20 seed funds managed by professional management teams. These teams will themselves make investments in innovative new companies in the seed and start-up phases.

The funds, underwritten by the FNA, will be allocated to companies in the health, food and biotechnology, information and communication technology, nanotechnology and ecotechnology sectors.

Management of the FNA is entrusted to [CDC Entreprises](#), a subsidiary of the Caisse des Dépôts.

 En savoir plus

 [Fonds National d'Amorçage](#)



▪ FOCUS ON FUTURE INVESTMENTS

Reminder of timetable of other actions in the future investment plan

- **Excellence initiatives:** three initial excellence initiative projects concerning future large-scale campuses have been chosen (Unistra in Strasbourg, Idex Bordeaux and Paris Sciences Lettres).
- A second wave of the call for projects has been launched. The projects must be submitted before the **20th of September 2011**. Selection of the initiatives in this second wave will take place at the beginning of 2012.
- **Excellence equipment:** second wave of the call for projects open **until the 12th of September 2011 (ANR)**
- *Excellence laboratories:* second wave of the call for projects open **until the 12th of October 2011 (ANR)**.

	Deadline for submission of projects	Operator
Calls for expression of interest		
Hydrogen and fuel cells	31 Aug. 2011	ADEME
Plant-based chemistry	15 Sept. 2011	
Smart grids	4 Oct. 2011 and 15 Dec. 2011	
Energy storage	14 Oct. 2011	
Positive energy buildings and blocks (2 nd phase)	31 Oct. 2011	
Innovative pollution control solutions	2 Nov. 2011	
Waste collection, sorting, recycling and use	3 Nov. 2011	
Large-scale wind turbines	15 Dec. 2011	
Capture, transport, geological storage and use of CO ₂	15 Dec. 2011	
Ships of the future	11 Jan. 2012	
Electrical traction systems	8 Dec. 2011	
Vehicle weight reduction, aerodynamics and architecture	12 Dec. 2011	
Innovative solutions for pollution control and use of sites and sediments	2 Nov. 2011	
Calls for projects		
Bio-informatics	27 Oct. 2011	ANR
National biology and health research infrastructures	13 Oct. 2011	



Pre-industrial biotechnology demonstrators	6 Oct. 2011	
Biotechnologies and bioresources	15 Oct. 2011	
Nano-biotechnologies	29 Sept. 2011	

➡ All of the documents for these various calls for projects are available on the operators' sites and on <http://investissement-avenir.gouvernement.fr>



▪ INTERNATIONAL

Hungarian competitive clusters

25 Hungarian clusters in the health, energy efficiency and ICT sectors seeing technological partnerships.

After the fall of the Berlin wall, Hungary rapidly took the path of in-depth economic reforms. Boasting excellent universities, this country now wishes to link up research and the corporate world more effectively through the creation of competitive clusters.

Hungary targets better linking between research and companies

Basing itself on the French competitive cluster model, in 2008 Hungary defined a cluster development policy known as the “cluster programme”. Without any specific allocation of funds, it is based on the valorisation of certain areas of the New Hungary development plan. Over the 2007-2013 period, between 1,441 and 1,662 million euros are available for calls for projects relating to competitive clusters, distributed across various operational programmes.

The country's competitiveness policy is based on two main themes:

Development of Hungarian clusters: 25 clusters already accredited

A budget of €513 million is available for cluster development. Basing itself on the French cluster labelling model, Hungary has developed a system of accreditation based around cooperation between start-ups, cooperation between small businesses and innovation. In 2010, there were 25 accredited clusters in the health, energy and environment, ICT and packaging sectors. These clusters comprise approximately 720 members of which 76% are small businesses, 9% are large companies and 15% are other entities.

Economic development

With €987 million over the 2007-2013 period, this development is implemented through a number of organisations based around the main Hungarian towns to support science and technology parks, higher education and knowledge transfer. This policy supports the creation of projects involving universities, research centres, municipal authorities and private companies.

Towards a stronger innovation strategy

Following its recent presidency of the Council of the European Union, Hungary attaches particular importance to the competitiveness of its economy. Currently drawing up a new innovation strategy, the country has committed itself to a vast period of restructuring of its competitiveness policy, aiming to give higher priority to job creation and innovation.



MOTEURS DE CROISSANCE ET D'EMPLOI

Since spring 2011, MAG Zrt, the organisation at the centre of the development of the Hungarian economy, has been responsible in particular for implementing the cluster policy. Information is also passed on by coordinating authorities in the main university towns.

Potential for technological partnerships between French and Hungarian clusters to be exploited

French clusters are still largely unaware of the existence of these Hungarian clusters. In spite of the differences between French and Hungarian competitive clusters, French partners could benefit from the technological partnership opportunities offered by Hungary in terms of innovation, diversity of industrial fabric and European funding. Three areas have been identified: the pharmaceutical industry, energy efficiency and new information technologies. Thus, in the field of energy efficiency in which the Hungarian cluster Archenerg operates, there is real potential for French companies and technologies. Hungary wishes to reduce its dependency on the supply of Russian gas and technical changes are necessary in buildings. Similarly, links in the health sector (Pharmagora/Vitagora) could be reinforced.

Contact

- [Economic department of the French Embassy in Hungary](#)
- klaszteriroda@magzrt.hu

En savoir plus

- [Website of the National Development Agency](#) (national strategic reference framework)
- [List of main accredited Hungarian clusters](#) (August 2011).

REPÈRES

1000

More than 1000 collaborative R&D projects have benefited from subsidies within the framework of calls for projects by the Fonds Unique Interministériel (FUI) since the beginning of the procedure.

CLUSTERS IN ACTION

FOCUS ON COMPLETED PROJECTS

▪ MATERIAL BIO-RESOURCES

Ceremat: new cereal-based biodegradable plastic packaging

Agricultural mulch films and grocery or cement bags compatible with compost production, all biodegradable and produced from maize.

Labelled by the Céréales Vallée competitive cluster, this project was chosen in the third call for projects of the Fonds Unique Interministériel (FUI) in 2007.

New cereal-based biodegradable plastics for packaging

The aim of the Ceremat project (CEREals for bioMATERIALs with controlled properties) was to develop new cereal-based biodegradable plastics. It also planned to control the properties of these composite materials, particularly their period of use, in accordance with their use.

These materials are intended for the packaging market (industrial food or non-food packaging), the bag market (grocery bags and bin bags) or the agricultural market (mulch films, greenhouse covering, etc.).



Mulch film used in agriculture (Photo: Limagrain)

This is a typical product targeted by the Ceremat project. Produced from cereals, it could be biodegradable with innovative properties, particularly in terms of "sustainability".

Facing up also to mass imports

These new plastics meet the needs of the plastics industry which plays an important role in Auvergne. This industry needs to turn to new materials to meet market demand for biodegradable packaging. These innovative materials must enable this industry to integrate an eco-design policy. They must also be differentiated from mass-imported products while at the same time contributing to sustainable development.

Fruitful collaboration of specialised partners in Auvergne

The project is led by Ulice, the research centre of Limagrain Céréales Ingrédients, a subsidiary of Limagrain, the world's fourth biggest seed producer.

It has mobilised public research:

- The Ecole Nationale Supérieure de Chimie (Clermont-Ferrand);
- The Laboratoire des Matériaux Inorganiques (a mixed research unit involving the CNRS and Blaise Pascal University);
- The Laboratoire de Photochimie Moléculaire et Macromoléculaire (a mixed research unit involving the CNRS and Blaise Pascal University);
- The Centre de Mise en Forme des Matériaux (a mixed research unit involving the CNRS and Ecole des Mines de Paris, Sophia Antipolis)
- together with private research:
- The Barbier group, the leading French flexible film producer;
- Biobasic Environnement, a microbusiness specialising in the area of biological pollution control.

Intensive work conducted for more than three years

The work led first of all to selection of the variety of maize which would give bioplastics the best physical and mechanical properties. To achieve this, several varieties had to be tested for their capacity for producing bioplastics. Following this, various mixtures of maize flour and biopolymers (a biodegradable copolyester) were evaluated in order to choose the most beneficial formulations for the applications concerned.

The process of transformation into bioplastics was also optimised by testing various parameters such as the formulation and the process parameters. Following this, the suitability of the biomaterials obtained for transformation into biofilms was evaluated and the process was optimised. Then the plastic films produced were evaluated. This involved testing their physical and mechanical properties, for example their rigidity. Their “sustainability” was also studied according to a several criteria:

- photo-ageing, i.e. changes in the physico-chemical behaviour of films subjected to accelerated ageing conditions with evaluations after exposure to natural light;
- biodegradability, i.e. the capacity to be consumed by a microbiological consortium just after being manufactured or after undergoing photo-ageing.



Corn cob and maize field (Photo: Limagrain)
The work led first of all to selection of the variety of maize.

The work made it possible to:

- check that all the formulations used were biodegradable in the initial state;
- note that their biodegradability was maintained during use, for example during outdoor exposure;
- understand better how the physico-chemical properties of the products change;
- adapt these qualities, particularly the “sustainability” of the products, to the intended use.

The work thus opens up broad prospects for use. Owing to the increase in their “sustainability”, these new mulch films can be used for plants with a longer crop cycle, the plastic no longer degrading before the end of the production cycle.

Scientific spin-offs

- Studies are continuing to develop biomaterials based on cereals other than maize. Numerous articles have been published and conferences have been held or are being planned.
- The filing of a patent is being considered.
- The project has led to the development of a complete range of filmable bioplastics adapted to the requirements associated with their use. **Agricultural mulch films** have thus been developed so that their sustainability is in line with the crop time. A **certified compostable cement bag** has also been created for the construction industry, in line with the properties required by the industry.
- The project has led to an increase in the R&D workforce at Barbier, Ulice and CEMEF. In the short-to-medium term, the production workforce will also increase at the manufacturers Barbier and Ulice.



Cement bag produced from bioplastics, certified as compostable (Photo: Limagrain)

CLUSTER NEWS

▪ INTER-CLUSTER PARTNERSHIP

The “Ecotech” and “Sustainable building” competitive clusters make commitments to the authorities via their respective charters



In liaison with the DGCIS and the DATAR, the Commissariat Général au Développement Durable (CGDD) (General Commission for Sustainable Development) has initiated the launching of two networks of competitive clusters since June 2009. One is devoted to sustainable building and the other to ecotechnologies.

This creation of networks is part of the second phase of the competitive cluster policy. It is aimed at reinforcing cooperation between

clusters, sharing strategies and developing an innovation and growth ecosystem.

The clusters in the ecotechnologies network (*) wished to be the first to formalise the strategic aims common to the network. During the seminar on environmental metrology organised as part of the Pollutec exhibition in Lyon, in November 2010, they signed a charter sponsored by the Minister of Ecology. This charter defines a field of action aimed at synergy between research themes, international visibility and common communication. These actions mean that the players in the clusters are better placed to face up to international competition.

In Angers on the 2nd and 3rd of February 2011, in the course of the first Sustainable Building Forum, the charter of the sustainable building competitive cluster network was signed in the presence of the General Commissioner for Sustainable Development. The 19 competitive clusters in this network (**) have thus confirmed their desire to combine their expertise in all aspects of construction (materials, design, construction and equipment, management and renovation).

To reinforce and make concrete the work of the two networks, the DGCIS and the DATAR have opened a secure collaborative work area for each of them in the extranet www.competitivite.gouv.fr. A means of passing on specialised information (specific studies and dedicated statistics), these areas help to intensify exchanges between clusters and are sources of enriched mutual knowledge guaranteeing future collaborative projects.

(*) *The Ecotech cluster network comprises the following clusters: [Advancity](#), [Avenia](#), [Axelera](#), [Dream](#), [Eau](#), [Fibres](#), [Hydreos](#), [IAR](#), [Mer Bretagne](#), [Mer Paca](#), [Risques](#), [Trimatec](#) and [Team²](#).*

(**) *The Sustainable Building network comprises the following clusters: [Advancity](#), [Alsace Energivie](#), [Axelera](#), [Capénergies](#), [Pôle européen de la Céramique](#), [Derbi](#), [Fibres](#), [IAR](#), [MAUD](#), [PGCE](#), [Risques](#), [Systematic](#), [S2E2](#), [Team²](#), [Techtera](#), [Tenerrdis](#), [Up-Tex](#), [Végépolys](#) and [Xylofutur](#).*

▪ INTER-CLUSTER PARTNERSHIP

First meeting of international clusters in the plant sector in Bercy

Grouping of clusters for greater international visibility: first concrete actions.



At the initiative of the 5 competitive clusters [Céréales Vallée](#), [Pôle européen d'innovation fruits et légumes \(PEIFL\)](#), [Qualiméditerranée](#), [Qualitropic](#) and [Végépolys](#) and with the support of the DGCIS, the “**Plant Intercluster**” received 22 foreign clusters in Bercy on the 25th and 26th of May 2011.

These clusters from 15 different countries, mainly in North America, South America and Europe, met for the first time in Paris.


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The objective of this first meeting was to set up a worldwide plant network. The aim was also to enable exchanges and allow the other clusters to find out about French progress in this field. The themes discussed included fruit and vegetable agro-ecology, eco-extraction of plants and natural extracts, and varietal innovation to produce plants naturally resistant to bio-aggressors.

At these meetings, the five founding clusters of the “Plant Intercluster” officialised their grouping by signing a partnership agreement.

 En savoir plus

 [Végépolys cluster press release of the 25th of May 2011](#)

 [Article presenting the “Plant Intercluster” in the *Lettre des pôles* \(Cluster Newsletter\) of April 2011](#)

 Contact

 DGCIS contact: [Jacques Le Marec](#)

▪ INTERNATIONAL PARTNERSHIPS

Seven competitive clusters in the health sector and their companies meet American manufacturers

Seeking new international partnerships, 14 French small businesses promote their expertise and their know-how to American companies.



Copyright Lyonbiopôle

With the support of the DGCIS, the [Lyonbiopôle worldwide cluster](#) has led a new international collective action by clusters in partnership with UbiFrance.

The seven French competitive clusters in the health sector (Alsace Biovalley, Atlanpole Biotherapies, Cancer-Bio-Santé, Eurobiomed, Lyonbiopôle, Medicen, and Nutrition-Santé-Longévité) thus joined forces in Washington on the 27th of June 2011 to accompany their companies in the search for international partnerships.

This was the fifth holding of the “Fast Track R&D Partnering” seminar, a key moment for networking between French and American companies, organised on the fringes of the BIO exhibition, the biggest international exhibition devoted to biotechnologies which each year leads to the development of business streams in the sector.

This fifth seminar was attended by more than 300 people. It above all enabled 14 French small businesses in the health and biotechnologies sector to promote their expertise and know-how to large American manufacturers in the sector.

In the presence of François Delattre, French Ambassador to the United States, this year’s event was also marked by a talk given by Elias Zerhouni, “Global R&D” President of Sanofi. He set out his point of view on the requirements of companies in the pharmaceutical sector with regard to the future challenges of translational medicine. He also evoked the attractiveness of France to meet therapeutic requirements which in his opinion are still insufficiently satisfied.

En savoir plus

[Lyonbiopôle cluster press release](#)

▪ INTERNATIONAL PARTNERSHIP

Five French, Swiss and German clusters sign a partnership agreement

At the initiative of the French competitive cluster Alsace Energivie, five clusters from the Upper Rhine region sign a partnership agreement on the theme of energy efficiency.



On Monday the 20th of June 2011, the recently labelled “Ecotech” cluster Alsace Energivie took the initiative of proposing the signing of a cross-border cooperation agreement with four other clusters in the Upper Rhine region which have similar expertise: EnergieForum Karlsruhe, Green City Freiburg, Strategische Partnerschaft für den Klimaschutz e.V. and I-net Basel Greentech.

Their aim is to make the Upper Rhine a model region in this field and obtain all the benefits of economic collaboration in this sector.

This agreement was signed within the framework of the Trion programme responsible for coordinating all sustainable energy initiatives in the Upper Rhine region. A study had identified 63 clusters or groups of companies in this region still working very independently and proposing the setting up of “Interclusters”.

The five concrete cross-border projects chosen include for example identification of the standards in force in the area of building energy performance (Effinergie in France, PassivHaus in Germany and Minergie in Switzerland) and their development in France, Germany and Switzerland. This project is led by the Alsace énergivie cluster.

En savoir plus

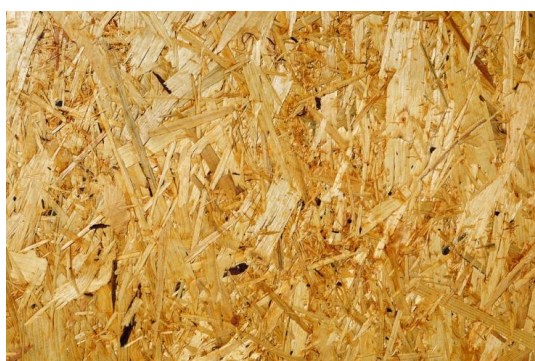
[Alsace énergivie website \(21st of June 2011\)](#)

www.trion-climate.net

▪ ECONOMIC INTELLIGENCE

How does economic intelligence contribute to the structuring of a sector? Testimony of the Fibres cluster for the “eco-materials” sector

Structuring the “eco-materials” sector through knowledge of the players, collaborative R&D projects and commercial alliances. Organised economic intelligence can contribute to this.



An “eco-materials” sector is currently being structured in the east of France. It concerns not only local biosourced materials such as wood, hemp or sorghum, but also recycled raw materials.

The GISFA action, led by the [Fibres competitive cluster](#) and financed by the Alsace DIRECCTE and Alsace regional council, aims to structure an offer of biosourced or recycled materials for the construction market. It is developed in partnership with a firm specialising in economic intelligence and is deployed

on the basis of a weekly electronic newsletter with comments by partner companies.

Professional experts assist each partner company in the working group in its economic and technical intelligence work to produce pertinent information. Regular organising of work sessions between the members of the working group is offered to them, together with expertise in setting up projects.

This system therefore goes beyond intelligence in the strict sense of the term. It contributes to the structuring of the sector by bringing the players together in the working group. It also leads to collaborative R&D projects and commercial alliances.

As regards the participants, the ten companies involved in the “eco-materials for construction” programme have noted three benefits in participating in this action:

- Concrete and ergonomic appropriation of economic intelligence tools;
- Reflection on the structuring of the sector in a region and the constituting of a network which can construct an offer and bring it to the markets. In parallel with this, the action gives the companies better visibility on their activity and their environment. It facilitates the creation of local networks via the integration of small businesses in the network of groups present;
- An upsurge in new collaborative projects which boosts innovation.

This action is destined to be proposed to other competitive clusters.

Contact

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En savoir plus

➤ www.polefibres.fr



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

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