



April 2013

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## CLUSTER POLICY

### ▪ CALL FOR PROJECTS FOR THE FUI

#### **The 16<sup>th</sup> call for R&D projects is now in progress until 24 May 2013**

Promoters of collaborative R&D projects backed by the competitiveness clusters are invited to submit their files online using the extranet, by the deadline of noon on 24 May. We draw the attention of the academic partners of the projects to the new financing conditions: there is the possibility of either support for the marginal costs or 40% of the complete costs, depending on the provisions listed in the specifications.

Project promoters are also asked to provide additional documents when submitting their projects, in order to facilitate the approval process for the projects that will ultimately be selected.

### ▪ INVESTMENTS FOR THE FUTURE PROGRAMME

#### **The 3<sup>rd</sup> call for projects for structuring R&D projects from the competitiveness clusters (SPCC) is now in progress**

The 3<sup>rd</sup> call for structuring R&D projects from the clusters (SPCC) is intended to support projects that aim to structure existing or emerging industrial sectors. The first shortlist will be prepared by 26 April 2013.

This new call for projects will remain open until **14 March 2014**. On the basis of the project submissions up to **26 April 2013**, an initial shortlist of the projects will be prepared in late May 2013.

This call for projects is intended to support collaborative R&D projects backed by the competitiveness clusters. These projects are intended to structure existing or emerging industrial sectors. Their purpose is to consolidate the positions of French companies within promising markets. More broadly, the objective is to strengthen the economic position of a fabric of companies, by shoring up or building lasting collaborative relations between industries, services and research organisations. The innovative character and future economic fallout of these projects constitute two of the essential selection criteria used by the experts. The State is devoting €280 million in support of structuring R&D projects. Oséo is the operator in this action.

## INTERNATIONAL

### ▪ PUBLICATION

#### **The April 2013 edition of the monitoring bulletin for State aid available to competitiveness clusters**

Each month, the DGCIS' coordination office for European policies monitors the main State aid available within the European Union. This monitoring provides for a comparison of the measures implemented by the Member States. It also presents the subsidized activities of companies established in Europe.

## CLUSTERS IN ACTION

### FOCUS ON COMPLETED PROJECTS

#### CONSUMER GOODS

### Découverte: an innovative decorative technique for everyday tableware

New everyday tableware, decorated using biodegradable inks that are respectful of food, health and the environment



Copyright : Arc International

The MAUD (Materials and applications for sustainable usage) competitiveness cluster backed the Découverte project that later received a subsidy through the Single Interministerial Fund (French acronym: FUI).

#### The project's objective

The project's aim was to develop new industrial colour **decoration processes for non-flat objects such as tumblers, stemware and plates**. The project's innovative nature is primarily expressed in two aspects:

- **A technological component**, with the development of a digital decoration process for three-dimensional objects.
- **An environmental component**, with the replacement of traditional pigments containing toxic heavy metals by biodegradable organic colouring agents.

The process' industrialization will make it possible to better meet market expectations, thanks to greater flexibility that will allow for the production of small series, as well as the extension of the possibilities for colours and effects when decorating glass.

#### The project's partners

- [Arc International](#) is the project backer
- The PERF (Functional coverings development processes laboratory)
- The LCOM (Macro-molecular and organic chemistry laboratory)
- The National Academy of chemistry in Lille, University of Lille 1 (materials and transformations)



## Description of the completed works

Découverre led to significant developments:

- The creation of colours and patterns with special organic and all-new effects, that would be very difficult to produce through glazing ;
- Acceleration of the modification of the industrial tool for decorating items and acquisition of powerful equipment for understanding the particular features of glass surfaces ;
- Reduction of CO<sub>2</sub> discharges and natural gas consumption. The pattern is fired at 200°C, versus 600°C for classical glazed patterns ;
- Anticipation of regulatory and legislative developments.

## Initial technological and economic fallout

- **Products, prototypes, services resulting from the R&D works:** the works led to the creation of a complete glass tableware line decorated using organic inks free of any heavy metals (lead, cadmium). In time, the objective will be to produce all decorated items using this new process. Late 2012, 30% of the production of decorated items (all markets taken together) is already performed using organic inks. The Découverre project crossed a significant threshold with regard to the group's decorative techniques: the introduction of natural inks as a replacement for chemical inks produced through oil processing.
- **Conferences:** 3
- **Thesis:** 1
- **Jobs created:** 4 including 1 open-ended contract. The new technique for producing organic decorations made it possible to save 300 jobs on the Arc International France site.
- **Brand of the product marketed as a result of the R&D works:** the tableware collection resulting from the works is called Col or Vibrance. It has been marketed under the Luminarc® brand since early 2011.
- **In perspective:** Arc International is continuing to innovate for the everyday table, while progressing with its industrial developments. As part of the project's realisation, a spraying process was developed. This makes it possible to colour products in a great many shades, and to provide the products with opaque or translucent effects. It offers colours that are particularly resistant to dishwashing (+300 washes) and scratching. It led to investments in two decoration lines on the Arques site. Using this process, the Luminarcs® Crazy Colours, Duos, Spring Brak and Shades collections began to be marketed in the spring of 2013. Another decoration process using UV silk screening has also just been developed. It is used to decorate stemware and tumblers. The marketing of these products is expected in early 2013.
- **Internet sites mentioning the project:** [Arc International](#) and [MAUD cluster](#)





Latest completed R&D (FUI) projects published on the site [www.competitivite.gouv.fr](http://www.competitivite.gouv.fr)

**These R&D (FUI) projects are presenting their initial technological and economic fallout.**

- **Ambre**, laboratory brats fighting neurological illnesses (Medicen Paris Region cluster)
- **Xeros**, a new range of electrical capacitors for diminishing losses in electrical distribution networks (Tenerrdis cluster)
- **Basele**, combating bacteriological illnesses of vegetables: cornsalad, leek, radish, shallot (Végépolys cluster)
- **Claryssime**, optimisation of the French production of sclareol from a type of sage, for the manufacturing of perfumes (PASS cluster)
- **Ernoa**, control of the manufacturing processes for high-end vehicle openings (iDforCAR cluster)

## CLUSTER NEWS

### ■ SUPPORT FOR START-UPS

## The Cap Digital competitiveness cluster is launching “Scale up”, its aid programme for the internationalisation of digital start-ups

The Cap Digital cluster is launching an innovative programme intended to help French digital start-ups to more quickly make their way on the international stage. For its first edition, the cluster has decided to target the American market. It will be building on the experience and know-how of US MAC, an accelerator for international start-ups based in Silicon Valley.



**A unique and ambitious initiative in France for the digital content and services sector**

The aim of « Scale UP » will be to help high potential start-ups to define and implement their international commercial strategy.

At a lower cost and with less risk, this offer is helping companies to pursue the establishment and globalisation of their activities.

In 2013, after this selection process, five start-ups will have access to an immersion support programme that is entirely customised, resulting from the experience acquired by the US MAC (\*) teams for over 15 years.

Specifically, the start-up's support will cover a period of approximately 2 months, with half of the time in Silicon Valley.

Initially, the management team will work from France, together with Cap Digital and the US MAC experts. It will notably develop a relevant strategy for penetrating the American market, and work on the company's commercial and marketing approach.



Later on, the directors will be invited to set up shop on one of the sites provided by US MAC in Silicon Valley, where they will take part in an intensive mentoring programme. There, they will meet with potential partners, customers and investors, and will finish implementing their development strategy.

The call for proposals is in progress until midnight on **26 April 2013**.

At the end of the call for proposals, a jury of Franco-American experts will meet in order to analyse the submitted proposals, and to consider an initial group of shortlisted start-ups. The latter will then be invited to individual interviews, in order to more extensively describe their applications.

The names of the five winners will be officially announced in early June 2013. The programmes must begin by early July at the latest.

*(\*) About US MAC: The "historical" accelerator in Silicon Valley, US Market Access Centre (US MAC) only works with international companies. Since its creation in 1995, the US MAC teams have helped more than 1,200 technology firms from more than 50 countries to kick off their operations and to develop successfully in the United States, starting from Silicon Valley. US MAC functions both as a "soft landing" (virtual incubator) and as a physical incubator, by accommodating companies on sites made available to them in Silicon Valley. [www.usmarketaccess.com](http://www.usmarketaccess.com)*

#### ▪ SME SUPPORT

### Trimatec is coordinating a collective action around environmental performance and innovation

The Trimatec competitiveness cluster is launching its collective action "Environmental Performance and Innovation (French acronym: PEI). It wishes to support its SME members as they transform their processes in order to better reconcile industrial and environmental performances, thanks to innovation.



Start-up meeting for PEI action in Aix-en-Provence (Trimatec)

Irrespective of their size or business sector, companies are faced with the rapid evolution of their markets (increased competition, regulations, etc.).

They must therefore constantly be on the lookout in order to be able to anticipate and identify any changes that could result in threats, but also tremendous innovation opportunities.

Innovation is the cornerstone of the sustainability and competitiveness of companies. It must be considered in its broad sense: products, processes, manufacturing methods, but also organisation and management.

One of the driving forces of this eco-innovation is the effort to reduce environmental impacts throughout the lifecycle of products. In this context, the PEI action is striving to:

- Promote clean and simple technologies in the environmental domain;
- Encourage their appropriation by companies;
- Promote innovation and R&D projects.



The support includes 6 days of individual follow-up and 4 days of collective sessions around topics such as eco-design and lifecycle analysis, innovation management, value analysis and improvement of production sites.

The PEI action currently includes 10 companies: Abrasifs du Midi, Coradin, Eurodia, Faure SA, Flower Sep, ICT Chimie, La Salle Blanche, Optimise, Roux & Fils and TIA. The company La Salle Blanche (LSB), designer and installer of clean rooms, located in Apt, has committed to the PEI action. For its director, Alain Marragou, « *the PEI action is intended to help the company with its technological monitoring of the relevance of the new standards related to the “furnishings” activity, with an eco-design approach. The collaborative meetings will provide the LSB design bureau with a methodology for implementing new projects* ».

The support efforts for the participating companies will be carried out throughout 2013. Subjects such as studying an innovative manufacturing process or developing an eco-responsible product will be covered.

All of the participants recognise the fact that the environmental performance of their processes and products is a key factor for their industrial success. They have even made it one of the principles of their strategy !

The cluster has developed its PEI action on the basis of its feedback and the very positive assessment of its similar operation, “Eco-Performance”, carried out in 2010.

The State and the Provence-Alpes-Côte d’Azur Region are partly financing this promising operation.

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## MANAGEMENT OF SKILLS

### Pass-rel: the PASS cluster’s jobs-professions portal

The PASS cluster’s jobs and professions portal is now operational. Its objective: Facilitating the circulation of information on professions in the aromatic and cosmetic sector, and bringing employment and training companies, candidates and actors together.



The portal is open to companies and other actors in employment and training, as well as to institutions and individuals (jobseekers, employees, trainees and students). It offers simple access with considerable updated data:

- ➔ Employment offers and applications, as well as work placements;
- ➔ Profession descriptions;
- ➔ Training guidelines;
- ➔ Current affairs in the sector.

Over and above its interest value for companies and employees in the sector, this tool also serves to reach a broader audience, in order to introduce it to an industry that is still little known. The objective is also to encourage recruiting in certain perfume and aroma professions that are paradoxically having trouble finding candidates.



#### INTERNATIONAL PARTNERSHIP

### A look back on the 3<sup>rd</sup> international business convention in the field of photonics

The 3<sup>rd</sup> edition of the “Invest in photonics” international business convention resulted in a doubling of the fundraising efforts for 19 projects, including 12 French projects.



The last “Invest in photonics” international business convention was held in Bordeaux, on 13 and 14 December 2012. The Bordeaux Chamber of Commerce and Industry organised this event for the 3<sup>rd</sup> time, in partnership with the Route des lasers competitiveness cluster and the CEA.

This is confirming Bordeaux as the as the essential location for “venture capital” investments in the photonics industry.

It was widely hailed by the 150 participants from more than 60 SMEs that came from France (70%), Europe (26%), the United States (3%) and Asia (1%). The 2012 edition saw the fundraising efforts double to almost €72 million for 19 projects\* (versus 12 in 2010).

Three application markets were targeted: 7 projects for general public products, 6 for eco-technologies and 6 for life sciences.

In parallel with the 140 business meetings, the participants also had access to a cycle of high level conferences on the major topics of investments in photonics and optics.

The convention has now firmly established itself as a territorial marketing tool that can help SMEs in the Aquitaine region to find access to financing.

It now stands as a structuring component of the service offer of the ALPhA - Route des Lasers competitiveness cluster.

*(\*) Of the 12 French files, the 6 from the Aquitaine region were promoted by: Argolight (Photonics and Health), Sunna Design (Photonics and Energy, Sustainable Development), Nethis (Photonics and Instrumentation), MuQuans (Photonics and Instrumentation), Lasar (Photonics and Health), MediMaps (Photonics and Health)*

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