

Interreg NSR project SCALE UP

Presentation obo Flanders Investment & Trade
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Outline

- Introducing Cleantech Flanders
- Interreg NSR 'Scale Up'
 - Methodology:
 - Corporate & Scale Ups
 - Meet-the-Buyer matchmaking
 - Examples: MtB De Alliantie - Enervalis
- Interreg NSR 'Northern Connections'
 - Innovative procurement



Cleantech Flanders:

- vzw iCTV becomes part of VITO: january 2018
- merger with FCA -> Cleantech Flanders, powered by VITO
- virtual launch (website): June 05, 2018

www.cleantechflanders.com

- physical launch: Supernova event, September 2018



Cleantech Flanders

We know, we connect, we spread

- ✓ An industry-focused association of Flemish providers of innovative clean technologies
- ✓ Founded by VITO in 2010; part of, and powered by VITO
- ✓ 800+ people with focus on cleantech and sustainable development, aiming at accelerating the transition to a sustainable industry and society
- ✓ Putting to tagline into practice



FLANDERS
INVESTMENT &
TRADE

Structural partnership





SCALE UP

Interreg North Sea Region



SCALE-UP

The verb:
'growing'

The noun:
a company in the stage
following startup

The acronym and
the project:
Supporting Clean-tech
innovators in Accessing Large
Enterprises through Unlocking
Procurement



Regions and cleantech clusters in the SCALE UP consortium

‘looking at North Europe’

<http://www.northsearegion.eu/scale-up/>



Meet the Buyer

Meet the Buyer events are the **core** activity in the Scale-Up project

Meet the Buyer events bring large customers, with cleantech innovation needs, in contact with scale ups SMEs with innovative cleantech products, services and solutions

e.g. a car manufacturer that is looking for ways to reduce the cost and environmental impact of its production process might want to meet with paint specialists, plastics recyclers, low carbon supply chain experts, ...





Suppliers: (innovative) Start Up, Scale Ups,...

Corporate vs Startup

PERMANENT organisation
in **EXECUTION** of
repeatable and scalable
business models **



TEMPORARY organisation
in **SEARCH** of a
repeatable and scalable
business model *



*Steve Blank
** Henry Chesbrough

18

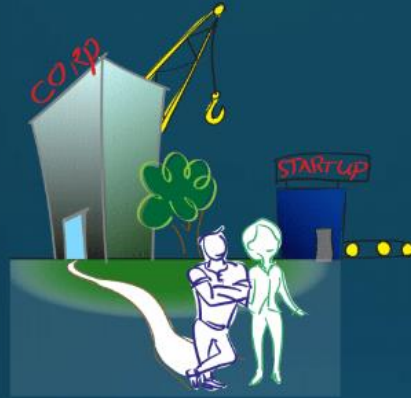


Buyer: Corporate, private or public authority

Startup

- Flexibility
- Speed
- Opportunistic

- Little domain knowledge
- No cash, no resources
- Unknown to market



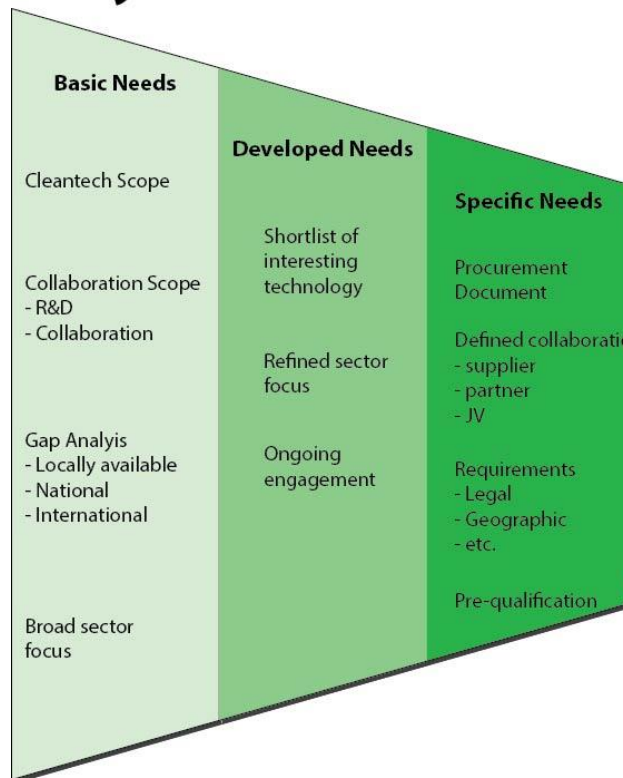
Corporate

- Procedure driven
- Complex decisions
- Focused

- Domain knowledge
- Capital & Resources
- Market Access

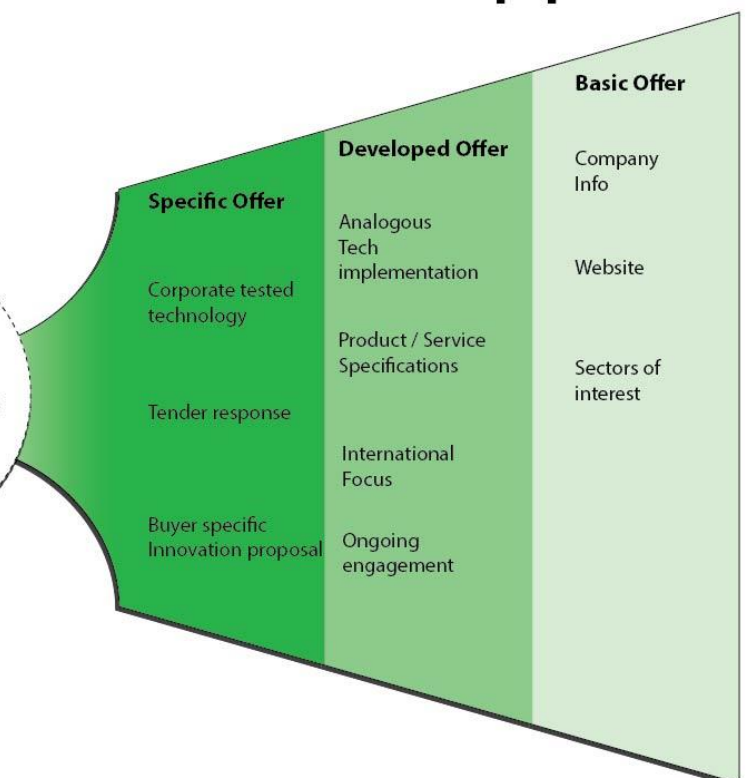
Convergence of buyers and suppliers – organisational readiness: a matter of match making....

Buyers



Scale-Up
Collaborative Outputs

Suppliers

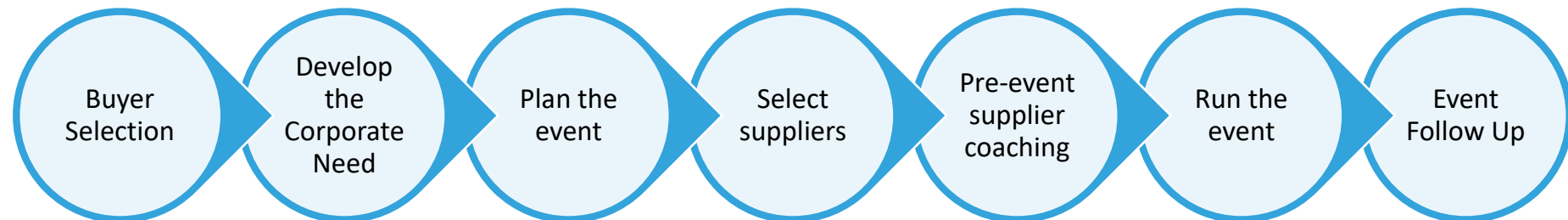


Methodology

MtB's are a common activity amongst the Scale-Up partners at a local level.

To organise and run Meet the Buyer events:

- It is crucial to find Buyer engagement,
- Buyers often have at staged gate innovation process ..
- Attractiveness: (optional) support supplier with training, combine with other event, local visit, webinar to explain the Buyer needs
- Buyer profile, supplier profiles



Needs Analysis

Key to all Meet the Buyer activity is an understanding of buyer needs and solutions offered by the supplier(s).

- Buyer **profile**
- **Increases the success rate, chance for a match**

Establish Rapport

Understand the Company

Develop the Need

Test Your Understanding

Show Empathy

Close the Deal / Agree an MTB event

Establish the corporate need



To meet the needs...the offer side

Key to a successful Meet the Buyer is the chance for a match.

To this end a good understanding of buyer needs and solutions offered by the supplier(s) is prerequisite

Identify the potential suppliers (start-up/scale up)

Way of working (for every Scale Up partner):

- **long list** of suppliers: tru accessing the dBase of potential suppliers ie list of member list
selection step
- **short list** of suppliers, profiling
selection step
- **invitation** of selected startups/scale ups (invite only!) and **supplier profiles**
- (optional): **voucher** for travel costs



Scale Up objectives

Objectives of SCALE-UP:



Introduce **25**
novel, green
products and
services



Host **50**
transnational
events



Financially
support up to
250 innovators



Provide **300**
innovators
with skills



Scale Up intermediate results



Meet our Innovators

Number of Innovators selected

Number of Innovators selected
transnationally
(from one country to another)

	BE	DK	NL	SE	UK	OTHER COUNTRIES
Number of Innovators selected	51	39	107	68	279	33
Number of Innovators selected transnationally (from one country to another)	25	17	34	24	28	33



Scale Up intermediate results

Meet-the-Buyer events by Cleantech Flanders:

- 2017: Beaulieu-I, Vlaams Energie Bedrijf
- 2018: Profel, Euroshore, POMOV and Beaulieu-II
- 2019: City of Halle, Green Energy park Zellik, Blue Gate Antwerp

Succes stories

Enervallis  meets De Alliantie 		 Letter of Intent signed	 29%
	De Alliantie, a large housing provider, seeks tools to externalise energy transition process for a 800-dwelling community.		
	Enervallis offers blockchain-enabled technology and created a business opportunity for a local energy cooperation through energy trading and other services.		
Ekogea Ltd  meets Anglian Water 		 Pilot case	 N/A
	Anglian Water, the largest water and water recycling company in England, wants to get the most from sludge so the company can become carbon neutral by 2030.		
	Ekogea ltd developed a 100% Marine Algae derived additive, which is a prebiotic stimulant for microbes. Anglian Water is running a trial digester rig to test various additives which have the potential to improve the amount of methane produced and in turn, the amount of electricity they can self-generate.		



Scale Up succes stories ctd.

Dearman  meets Bidfood 		<input checked="" type="checkbox"/> Pilot case	 35%
	<p>Bidfood's 350 lorries deliver daily to 25,000 supermarkets and restaurants. Their refrigeration units are environmental unfriendly and noisy.</p>		<p>With their liquid nitrogen fuelled Transport Refrigeration Unit, Dearman is able to reduce CO₂ emissions (35%), NOx emissions (100%) and PM emissions (100%).</p>
Ejlskov  meets Swerock 		<input checked="" type="checkbox"/> Pilot case	 90%
	<p>Environmental decontamination of soil from heavy metals and organic global pollutants is very energy consuming when the soil needs to be transported long distances to specialised facilities. Swerock is looking for solutions to decontaminate soil on-site to eliminate the need for transports of heavy soil.</p>		<p>Ejlskov's precision probing and injection systems, 3D imaging tools and sustainable Trap & Treat® products can result in a reduction of 24,000 ton CO₂ when avoiding transportation of 10,000 ton soil 20 km away for decontamination.</p>
Act&Sorb  meets Port of Rotterdam 		<input checked="" type="checkbox"/> Letter of Intent signed	 100%
	<p>Port of Rotterdam wants to become the world's smartest port by 2030 by implementing circular business concepts to reduce, re-use and recycle waste.</p>		<p>Act&Sorb is the first company which provides a clean technology to turn MDF-waste into active coal and green energy and will design a full scale demonstration plant.</p>



Scale Up extended:

- +1 partner: EEHH
- +2 years: end date from 31/12/2020 to 31/12/2022
- New targets
- MtB's outside program area possible, eg. US and Asia



**Interreg NSR
project
Northern
Connections:**

**‘Procurement of
innovation’**



Northern Connections: the project

- Interreg North Sea Region
- A partnership of 21 clusters, cities, regions and knowledge institutions from Denmark, Norway, Sweden, Germany, UK, the Netherlands and Flanders
- transnationally collaboration to create North Sea Region innovation in the energy sector

Project content ao:

- Policy tools (eg. international collaboration, procurement of innovation, ...)
- Policy recommendations
- Organisation of Transnational Working days
- Organisation of Living Labs, including Meet the Buyers (=LL-owner)



Examples of Meet the Buyer events



Green Energy park Zellik, 20/11/2019:

- Meet the Buyer in Scale Up
- Living lab in Northern Connections



MOBILITY, LOGISTICS &
AUTOMOTIVE TECHNOLOGY
RESEARCH CENTRE

Interreg
North Sea Region
SCALE-UP
European Regional Development Fund



Interreg
North Sea Region
Northern Connections
European Regional Development Fund





Green Energy Park Zellik, 20/11/2019:

- Meet the Buyer in Scale Up
- Living lab in Northern Connections



CO₂ neutral multi energy grid in

Green Energy Park (GEP) is a centre of expertise in sustainable energy systems, mobility, smart regions and healthcare technology. An on-site green datacentre offers sufficient capacity to support calculations by research institutes and companies.

On the GEP site, a multi-energy grid will be build, consisting of a low temperature thermal grid and an electric grid. The thermal grid, using recovered heat from the data centre, will heat the buildings on the site, as well as a residential area nearby.

Buyer profile: [Buyer profile GEP](#)





Blue Gate Antwerp on 20/11/2019

- Meet the Buyer in Scale Up
- Living lab in Northern Connections





Blue Gate Antwerp on 20/11/2019



- Meet the Buyer in Scale Up
- Living lab in Northern Connections

Smart mobility hub: how to connect Blue Gate Antwerp with the city

Blue Gate Antwerp (BGA) is the climate neutral business park reserved for innovative companies with a well-defined ambition: linear growth through circular operations. The site is located just next to Antwerp.

It is BGA's ambition to develop a mobility hub on the site, that supports an evolution to fossil free and shared mobility services for the site as well as towards the city.

Buyer profile: [Buyer Profile BGA](#)





Thank you for your attention



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