

Clusters point of view

Challenge (within control of project partners)

Solution

Action - specific

Cluster services/competencies

Open up for collaboration with SMEs from other regions - transregional collaboration for SMEs (Leon) , joint transnational projects an add on for SMEs		
Creating openness to collaboration across borders - providing the frame/foundation		
Lack of staff and qualification on internationalisation		
Cluster offer special services		
To have the need of /benefit for the members in mind	strong focus on added value for SME's	
to communicate the benefit of internationalisation	Identify success stories	
Lack of economic resources (takes time to involve SMEs)		
Knowing the customer's needs for innovative solutions		
Knowing the needs of the companies for participating in transnational activities		
	Clusters to arrange meet the buyer events	
Transnational collaboration between clusters addressing SMEs in other countries	Arrange match-making events based on challenges (real business cases) in order to create longer cross-border-valuechains.	Cooperation event with EEN ?
How to engage local companies to be active to participate in the projects? How to convince local companies to participate? What are the benefits for the companies? We need to make sure that they don't waste their time and don't lose their trust in the clusters or in the projects	Story telling: We can present business cases where other companies have succeeded in international collaboration	
	Providing business opportunities: We need to provide as concrete as possible information regarding business opportunities to companies to attract them to join the project. Almost remember that companies' core interest is business opportunities.	

	Tell the Success of the first Living Lab: To win trust from SMEs and to use this case as a reference for our next Living Labs missions	European Regional Development Fund
Match SME's and bigger companies by working together on challenges. If we strengthen existing value chain we will be able to attract bigger customers. should we seek to fill the gap in the value chain or strengthen existing value chain - depends on context.	we need to identify/list the companies that need to be stronger in the value chain.	
Role for cluster management is creating added value for SME's	Succes stories with added value	
	1:1 meetings cluster-company	
holistic approach - sharing knowledge, facilities, using the human capital - creating an ecosystem		
to get companies involved early, and dialogue with them to make it interesting for them to participate in living labs/like e.g. already in the country of the LL. Would mean that the clusters dare to start this work right after Christmas (jan 2018)		
Business opportunities are driving source		

city/cluster relations

raise awareness - close the gap between living labs and procurement people		
organisational-cultural change in procurement processes		
Cities are not ready - timeframe/procurement solutions:	cities invite clusters once/year to learn about the market and how/what to buy	
cities need to express challenges as business opportunities	Cities should clarify and write about the challenges Example: https://www.investingothenburg.se/doing-business/find-testbeds	
LL are the buyers - to they have a natural regional focus or international focus?: they have a regional focuss so we should invest in stimulating a cross-border focus		
Solving societal challenges : It's easier to collaborate on challenges		

	branding of a north european energy "silicon valley"	European Regional Development Fund
no chapter on internationalisation - no resources (in region/city strategies?) reason for internationalisation - access to markets, access to knowledge to strengthen the competitive advantage of regional companies. Internationalisation not a goal in itself. Aim = stimulate innovation and growth.		

Information/knowledge across borders

lack of knowledge , lack of knowledge on other clusters (expertise, companies, etc). clusters communicate across borders with other clusters to create synergies.	info platform? Network activities? Regular meetings?	
Lack of platforms		
Overlap of clusters - addressing same companies (Carsten)		
distance between clusters (geography - Waronne)		
To find right company in the right sector (Ingrid Klinge)		
Identifying the best business partners as well as customers.		
Disseminate tender possibilities transnationally		
more transparent and informative about law/regulations changes	Res-legal.eu should provide valuable information for people who work in legal area. http://www.res-legal.eu/	"How to use it" a tool in toolbox? A theme on a workshop in WP5 and WP6?

SMEs state of mind

SMEs very focused on quick results		
SMEs sometimes too narrow minded		
stuck on discussion with the member SMEs - they fear new competition from new members		
Competitors does not want to be in the same group...		

gap in available technology but also a gap in expertise in exporting a product abroad --SME angle		European Regional Development Fund
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SME resources

SMEs not enough resources within SMEs		
SMEs only handle one EU project at a time		
SMEs sometimes lack of financial/personal resources		
students should be more familiar with SMEs - ex certain events for exchange, student fairs		
more interaction between universities and companies		