



CLIPPER
Interreg Europe



European Union
European Regional
Development Fund

CLIPPER

« **Creating a Leadership for Maritime industries –
New opportunities in Europe** »

Project Introduction

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INTERREG Europe: the objective

Improvement of policy instruments (public policies)



Primary targets for the Programme:

- > Administrations/public structures
- > Bodies in charge of the elaboration and implementation of public policies

What is an INTERREG Europe project?

Partners from different countries facing a **common challenge**, working together to improve the efficiency of policy instruments of regions involved in the project

? **Policy instruments** are means for public intervention: any policy, strategy, or law developed by public authorities and applied on the ground to improve a specific territorial situation. In most cases, associated with financial resources but can also refer to a legislative framework with no specific funding.

PROJECTS RATIONALE

Phase 1
1 to 3 years

Experiences and good practices exchange:

- Project activities: working groups, on-site visits, peer reviews...
- Local stakeholders involvement



1 action plan per partner region

Phase 2
2 years

Action plans implementation and follow-up:

- By the partners, their regional authority in charge of the targeted policy instrument, and their stakeholders

ORIGIN OF THE PROJECT

- > CPMR working group “Maritime industries for Blue Growth”, led by the Pays de la Loire Region.
- > Contribution to LeaderSHIP 2020 report, which underlines that the **expertise of the shipbuilding and maritime engineering fields in Europe can be motors for growth and jobs**, notably on new markets such as Marine Renewable Energies.
- > CLIPPER gathers partner regions with common maritime issues in order to tackle the regional public policies supporting the SMEs’ competitiveness in the maritime field, particularly through **diversification and differentiation strategies**

THEMATIC AXIS 2: SMEs Competitiveness

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Specific objective

- 2.1: Improving SMEs competitiveness policies



SME
competitiveness

CONSORTIUM

Region	Country	Maritime Basin	Partner Structure
PAYS DE LA LOIRE (Lead Partner)	France	Atlantic	Regional Authority
CPMR	/	Transversal	Association
LIGURIA	Italy	Mediterranean	Cluster (DLMT)
ASTURIAS	Spain	Atlantic	Energy Agency (FAEN)
SCHLESWIG-HOLSTEIN	Germany	Baltic, North	Development Agency
SOUTHWEST FINLAND	Finland	Baltic	Cluster (Maritime Turku)
SPLIT-DALMATIA	Croatia	Adriatic	Development Agency
FIFE	Scotland	North	City Council

PROJECT OVERVIEW

Two phases:

- **January 2017 to June 2019:** Phase 1, elaboration for each territory of an action plan, based notably on the good practices exchanges between european partners
- **July 2019 to June 2021:** Phase 2, implementation of the action plan by each partner region with the support of local stakeholders

Budget:

- **Total project budget:** 1 347 057€
- **ERDF cofinancing (84%):** 1 131 011€

PROJECT OBJECTIVES

Improve the regional public policies supporting the maritime industries by working on four levers of SMEs competitiveness in the field :

1. Individual performance
2. Reinforcement of the value chain
3. Internationalisation
4. Risk-sharing (financing and investment tools)

Scope of the maritime industries for CLIPPER: *« all the enterprises involved in the design, construction, maintenance and repair of all types of ships and other relevant maritime structures, including the complete supply chain of systems, equipment, services and supported by research and educational institutions. »*

PROJECT OUTPUTS

Main expected outputs:

- A **benchmark study** listing the regional good practices supporting the maritime industries' SMEs
- A **toolbox** for the elaboration of regional public policies
- The **regional action plans**, produced by the combined efforts of the working groups and the stakeholders' groups in each region,
- A **follow-up report** on the implementation of action plans and evaluation of their results

WORKING GROUP 1: SMEs competitiveness by improving individual performance

Individual support to SMEs:

- Enterprise performance diagnoses (environmental, social, economic)
- Analysis of new market opportunities (diversification)
- Access to technological equipment and services
- Adoption of Information and Communication Technologies (ICT)

WORKING GROUP 2: SMEs competitiveness by strengthening value chains

Support to projects for grouping bodies:

- SMEs participation in collaborative and cross-fertilization projects
- Development of associated services (logistics, security...)
- Territorial attractiveness policies
- Production means pooling
- Local subcontracting networks

WORKING GROUP 3: SMEs competitiveness by internationalisation

Incitation to integrate international value chains:

- Support to inter-clustering
- Support to export
- SMEs participation in international fairs, European projects & networks
- Access to international blooming markets

WORKING GROUP 4: SMEs competitiveness by risk- sharing

Solving funding and investment issues:

- Legal framework for SMEs
- Regional, national and European financial tools
- Innovative funding solutions (crowdfunding, etc.)
- Risk sharing in:
 - Co-development
 - Subcontracting
 - Tangible (equipment,...) and intangible (R&D, HR...) investment

PROJECT ACTIVITIES: Link with the regional territory

Coordination of stakeholders groups:

- Exchanges on their needs, expertise and expectations
- Feedback with european partners (working groups and plenary sessions)
- Preparation of the regional action plan

Mobility periods for stakeholders group members

Matchmaking event

- Invitation of several stakeholders from each partner region to foster direct exchanges between them



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Thank you!

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