

A satellite view of Europe at night, showing the continent illuminated by city lights against the dark background of the Earth's atmosphere and space. The text is overlaid on this image.

CROSS-SECTORAL COOPERATION

AS A TOOL FOR IMPROVING
CLUSTER MANAGEMENT COMPETENCES

Katarzyna Kowalska
Co-Founder & Vice-President, UNIMOS
Coordinator of ADELANTE project

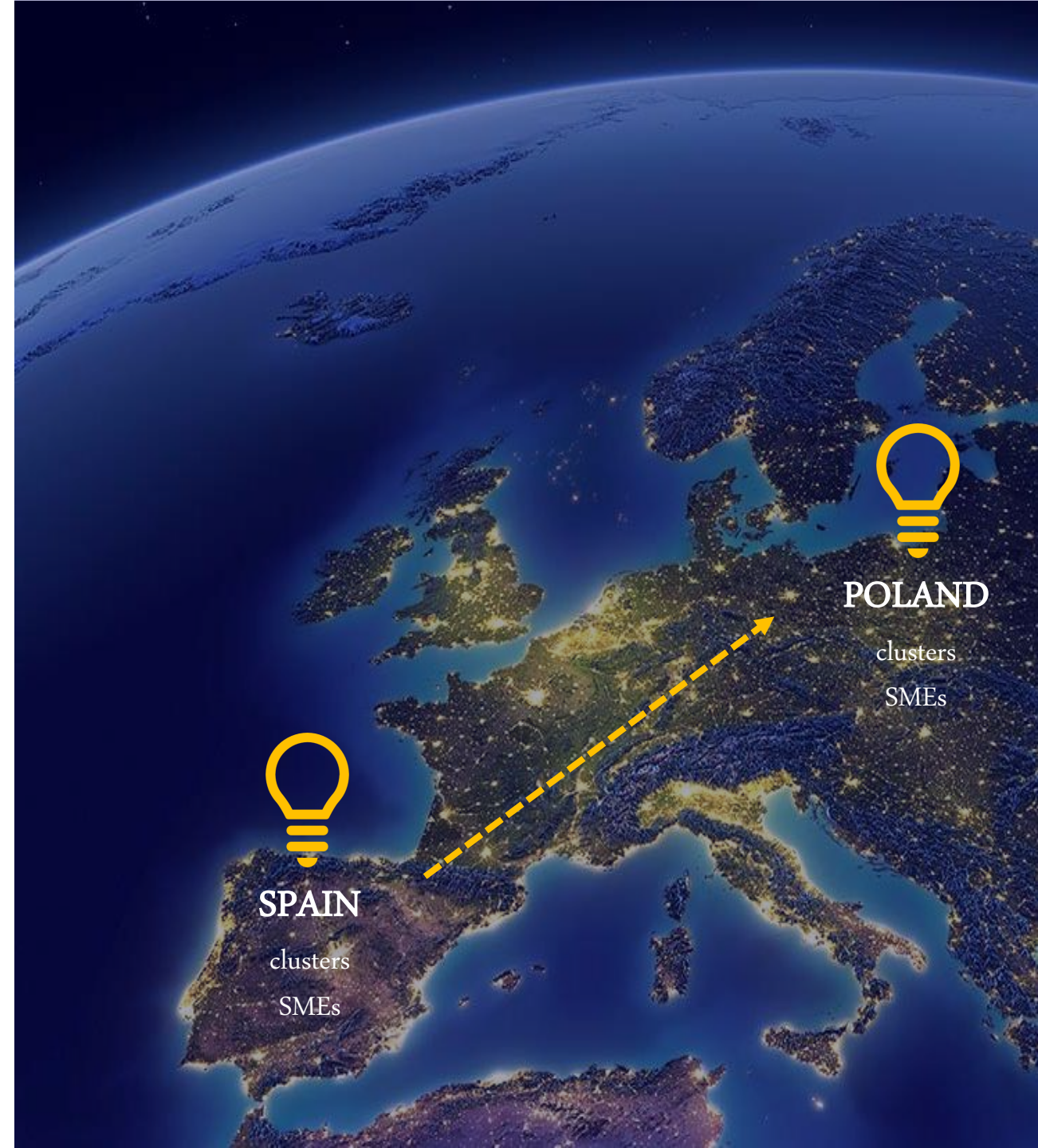
Rzeszów, 21 March 2017



ADELANTE PROJECT

AT A GLANCE

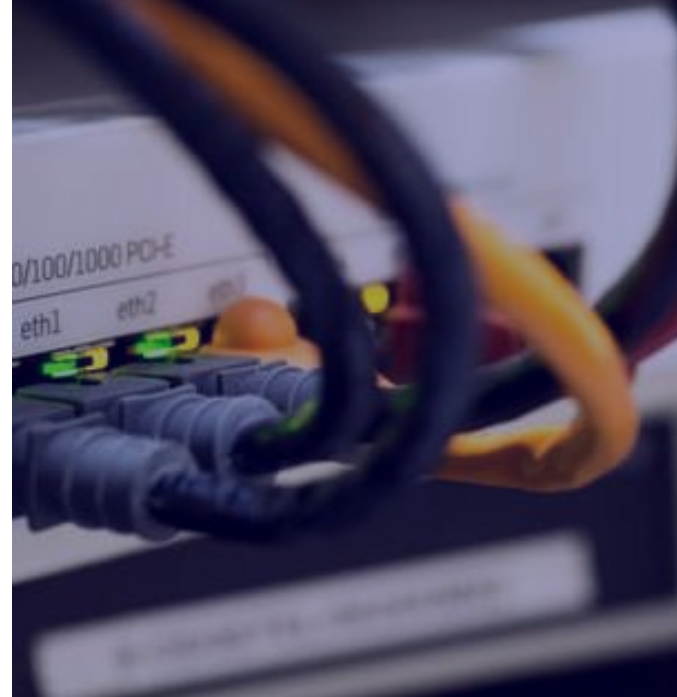
1. EU funded initiative
2. implemented during 2014-2015
3. uniting Podkarpackie (Poland) and Andalusia regions (Spain)
4. cross-sectoral project for business, clusters, science and public administration
5. renewable energies development





AIM

The aim of the EU-funded ADELANTE project was to increase the competitiveness, adaptation, potential and internationalization level of micro, small and medium enterprises (SMEs) basing on the Spanish experiences related to renewable energies development, transition to a low carbon economy and creation of smart cities.





PARTNERS

SUBCARPATHIAN RENEWABLE ENERGY CLUSTER

(PKEO)

Lead partner

RZESZÓW REGIONAL DEVELOPMENT AGENCY

(RARR)

Polish partner

APREAN ENERGINNOVACIÓN CLUSTER (currently

CLANER)

Spanish partner



RARR
RZESZOWSKA AGENCJA
ROZWOJU REGIONALNEGO

AEI
energINNOVACIÓN

CLANER



TARGET GROUP

21 SUBCARPATHIAN SMEs representing renewable energies, IT, architecture, construction and related sectors

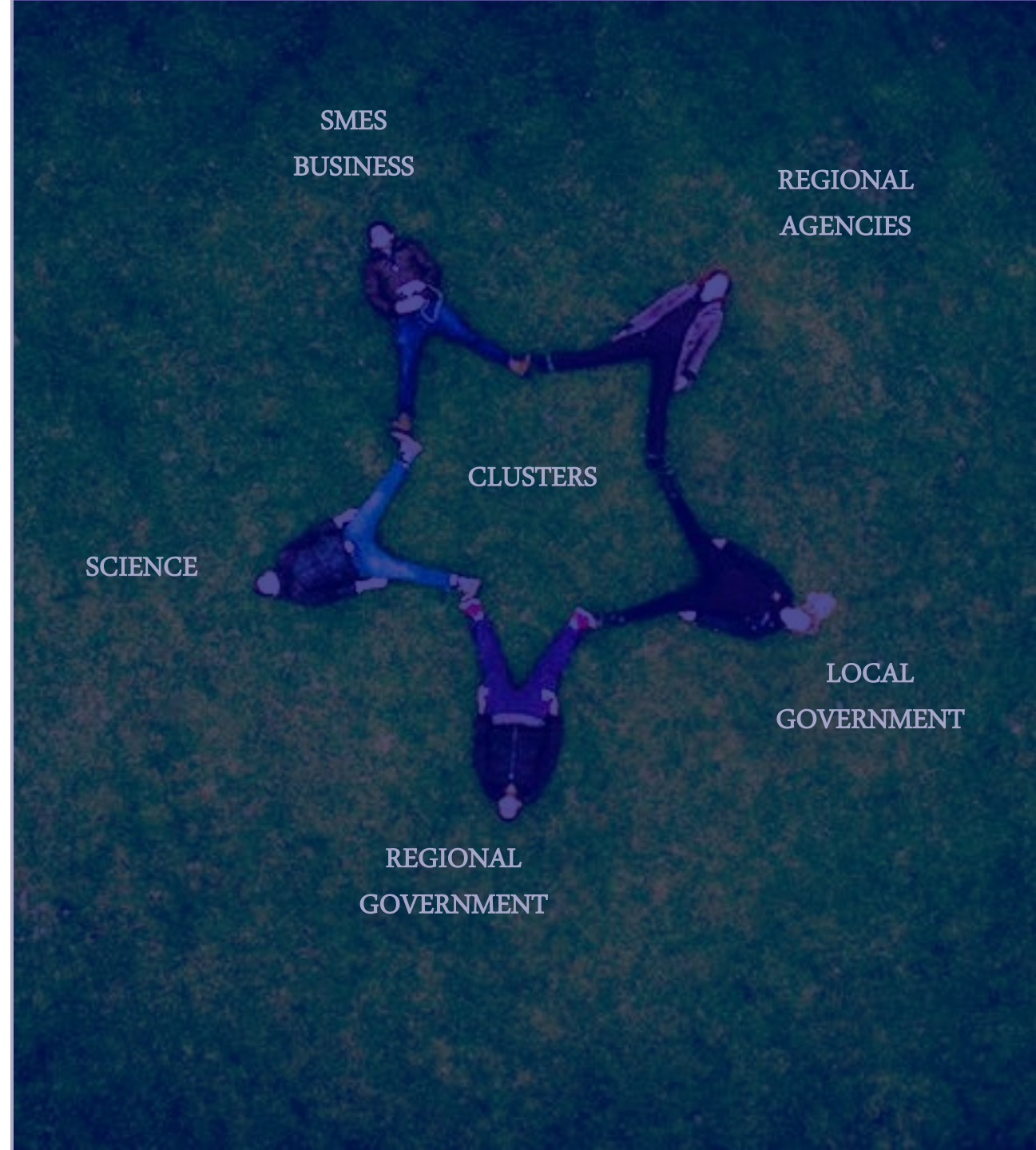
and its

80 EMPLOYEES

CLUSTERS

UNIVERSITIES AND R&D

PUBLIC ADMINISTRATION





INTERNATIONAL

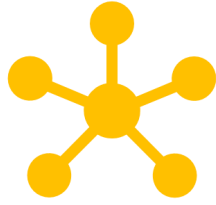
APPROACH BY DESIGN

POLISH – SPANISH COOPERATION

INTERNATIONALIZATION

KNOWLEDGE & TECHNOLOGY TRANSFER





CROSS-SECTORAL APPROACH BY DESIGN

SUBCARPATHIAN SMEs

representing renewable energies, IT, architecture, construction and related sectors

CLUSTERS

UNIVERSITIES AND R&D

PUBLIC ADMINISTRATION

REGIONAL AGENCIES





INTERCLUSTER

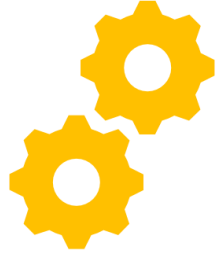
APPROACH BY DESIGN

POLISH – SPANISH
CLUSTER COOPERATION

ARTICULATION OF COLLABORATION

VALUABLE INTERLINKING





SYNERGIES

REGIONAL

(Andalucia & Podkarpackie)

CLUSTER

(Polish & Spanish
renewable energies)

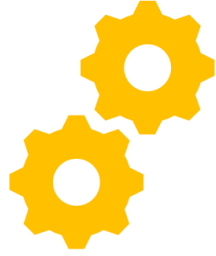
SCIENTIFICS

(University of Malaga & Rzeszów)

ENTREPRENEURIAL

(Polish & Spanish SMEs)





STRATEGIC SECTORS

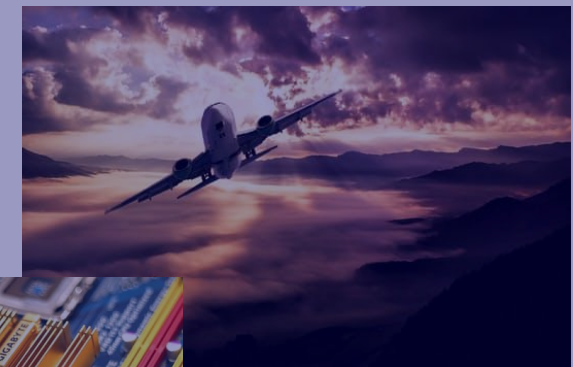
RENEWABLE ENERGIES

AVIATION

IT

TOURISM

AGROFOOD



SMES BUSINESS

SCIENCE

CLUSTERS



**CROSS-SECTORAL
COMPETENCES**

**REGIONAL
GOVERNMENT**

**LOCAL
GOVERNMENT**

**REGIONAL
AGENCIES**

A dark blue map of Europe is shown with a network diagram overlaid. The network consists of numerous light blue circular nodes connected by thin white lines, representing a cross-sectoral network across the continent. The text is centered over the map.

CROSS-SECTORAL
ACHIEVEMENTS & IMPROVEMENT
OF CLUSTER MANAGEMENT COMPETENCES



PROJECT ACTIVITIES

HOLISTIC APPROACH

- 3 thematic **reports**
- 2 participatory **workshops**
- **diagnosis** of the situation of Polish SMEs and further elaboration of **development plans**
- **advisory services** for Polish companies related to management, marketing, financing and internationalization processes,
- **training programmes** elaborated by Spanish partner and implemented by Polish partners
- **e-mentoring** for Polish companies executed by Spanish experts,
- elaboration of **final casebook**
- organization of a **closing conference**

HOLISTIC APPROACH

Partnership
creation and
trust buiding

INTELLIGENT ECOHOUSING 2020
(IEO2020)

2014 2015 2016 2017 2018 2019 2020



Getting ready
for applying for
EU funding

Fundusze Europejskie 2014-20

82,5
mld euro



Taking the best advantage of EU funding
available during 2014-2020



DIFFERENT COMPETENCES IN ONE SINGLE PROJECT

INVOLVED
IN THE PROJECT



SPANISH PARTNERS



INTERNATIONAL COOPERATION



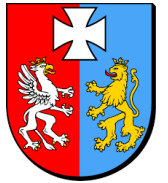
PROJECT
ADMINISTRATION



POLISH PARTNERS



INVOLVED
IN THE PROJECT





CROSS-SECTORAL KNOWLEDGE TRANSFER THROUGH WORKSHOPS



2 PARTICIPATIVE WORKSHOPS

40 PERSONS INVOLVED (CLUSTERS, SMEs and UNIVERSITY)

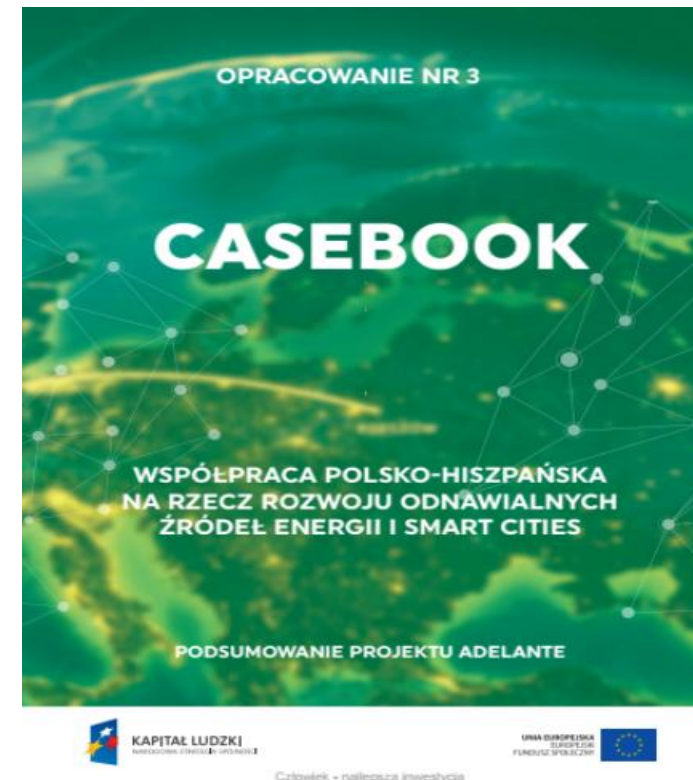
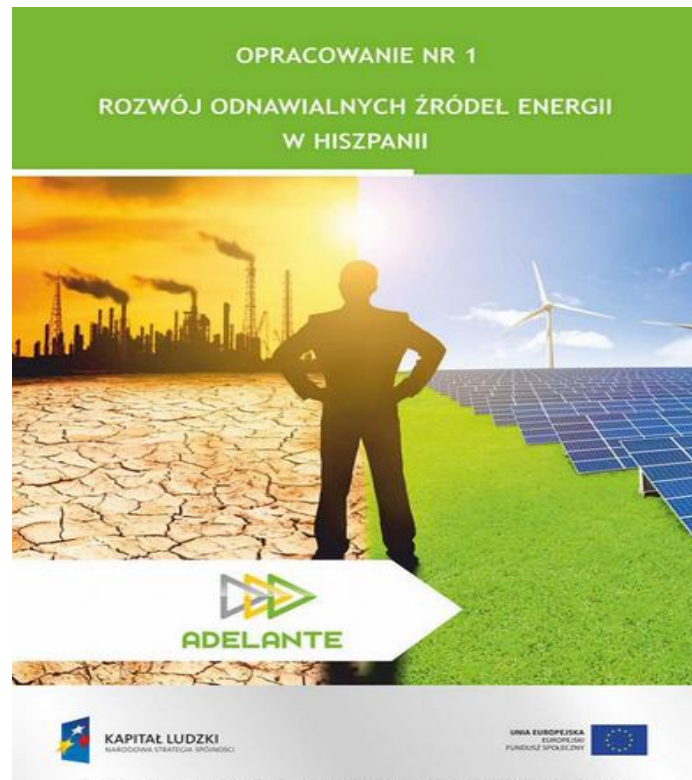
4 INTERACTIVE SESSIONS

GROUP DISCUSSIONS

SURVEYS



CROSS-SECTORAL REPORTS & CASEBOOK

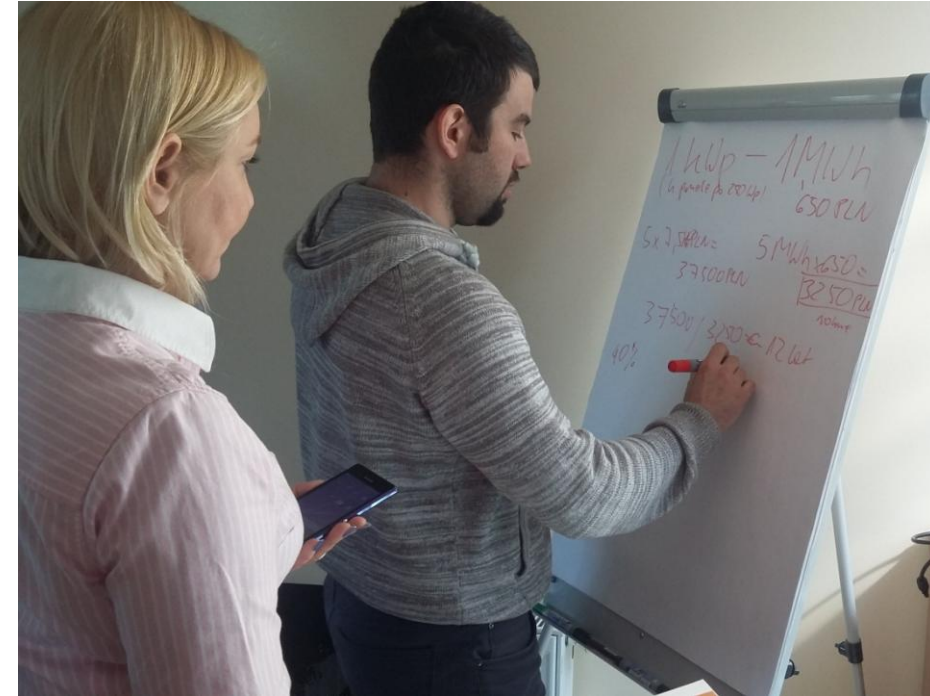


TEMATHIC REPORTS

EXPERIENCE EXCHANGE RELATED TO RENEWABLE ENERGIES
& SMART CITIES PRESENTATION OF SMEs



21 DIAGNOSIS IN SITU AND DEVELOPMENT PLANS CARRIED OUT BY SPANISH EXPERTS FOR POLISH SMEs



21 SMEs FRIENDLY DIAGNOSTED IN SITU
by Spanish experts and further elaboration of development plans



TRAININGS, SPANISH MENTORING & ADVISORY

RELATED TO IMPLEMENTATION OF SPANISH SOLUTIONS TO POLAND



4 TRAINING PROGRAMMES

80 EMPLOYEES

200H MENTORING

INTERNATIONALIZATION, STRATEGIC MANAGEMENT, MARKETING
AND FINANCING ADVISORY



CROSS-SECTORAL PARTNESHIPS

SMART CITY INNOVATION BRIDGE RZESZOW-MALAGA
COOPERATION AGREEMENT





CROSS-SECTORAL INSTITUTIONAL INVOLVEMENT



Euro-Inversia



Rzeszów
City



Podkarpackie
Marshall Office



Considera



Rzeszów
University



Andalusian
Renewable
Energy
Cluster



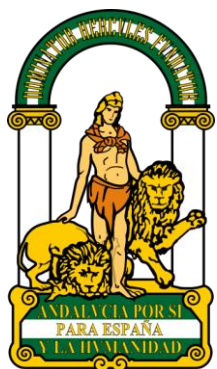
Subcarpathian
Renewable
Energy
Cluster



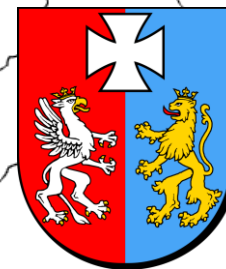
Rzeszów
Regional
Development
Agency



LETTER OF INTENT BETWEEN PODKARPACKIE & ANDALUCIA REGIONAL GOVERNEMENTS



PODKARPACKIE



ANDALUCIA



CROSS-SECTORAL EU FUNDING APPLYING (H2020)

JOINT PROPOSAL FOR HORIZON 2020 PROJECT



INNOSUP PROGRAMME

RELATED TO CLUSTER COOPERATION AND NEW VALUE CHAINS



CLOSING CONFERENCE 25/06/2015 Rzeszow (Poland)

+ 100 participants



BUSINESS

CLUSTERS

**REGIONAL
AGENCIES**

SCIENCE

**LOCAL & REGIONAL
GOVERNMENTS**



CLOSING CONFERENCE

PITCHING SESSION FOR 27 SMEs



ARGUS

Poczuj z nami moc energii | *¡Siente con nosotros el poder de energía!*

- Pompy ciepła i fotowoltaika | *Bombas de calor y fotovoltaica*
- Technika grzewcza | *Sistemas de calor*
- Klimatyzacja i wentylacja | *Aire acondicionado y ventilación*
- Systemy zabezpieczeń i BMS | *Sistemas de seguridad y BMS*
- Utylizacja odpadów komunalnych | *Gestión de residuos*

argus.jaslo.pl



B

BE BIURO

Z pasją do tworzenia | *La pasión de crear*

- Projekty architektoniczne | *Proyectos arquitectónicos*
- Budynki energooszczędne | *Edificios energéticamente eficientes*
- Inteligencie EkoOsiedle 2020 | *EcoUrbanización Inteligente 2020*

bebiuro.pl



CC METAL

Dostarczamy kompleksowe rozwiązania | *Entregamos soluciones integrales*

- Stanowiska laboratoryjne | *Diseño de puestos de formación*
- Druk 3D i prototypowanie | *Impresión en 3D y prototipos*
- Mikroinstalacje wiatrowe | *Microinstalaciones eólicas*
- B+R | *I+D*

ccmetal.pl



MOBI TOUCH

Smart city zaczyna się od smartfona
Smart city comienza con un smartfon

- Aplikacje mobilne | *Aplicaciones móviles*
- Strony internetowe | *Páginas web*
- Gry marketingowe i promocyjne | *Juegos promocionales y de marketing*

mobitouch.net

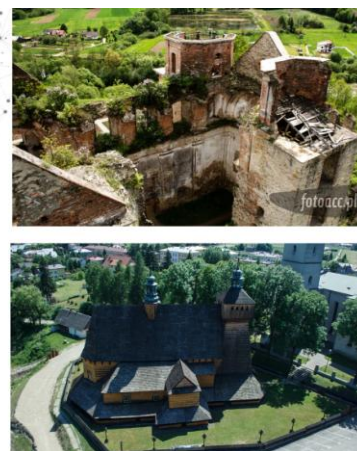


FOTOACC

Drony i fotografia lotnicza
Drones y fotografía aérea

- Projektowanie i produkcja dronów
Diseño y fabricación de drones
- Profesjonalna fotografia lotnicza
Fotografía aérea profesional
- Kursy pilotażu dronów
Curso de piloto de drones
- B+R
I+D

fotoacc.pl



+22

Subcarpathian SMEs



CLOSING CONFERENCE CITIES PRESENTATIONS



RZESZÓW



KROSNO



JASŁO



CLOSING CONFERENCE

POLISH, SPANISH & SLOVAKIAN CLUSTERS





CLOSING CONFERENCE

FRUITFUL NETWORKING which...





... ENDED IN SPECIAL INVITATION

to the INTERREG project



LET'S **BUILD** TOGETHER
NEW VALUABLE PROJECTS!

Looking forward to collaborating with you!

Katarzyna Kowalska

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