

CLUSTERIX 2.0
Interreg Europe



European Union
European Regional
Development Fund



**Interreg
Europe**

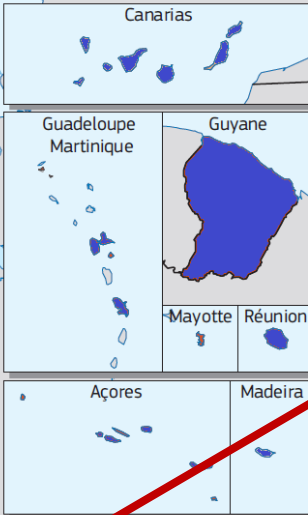
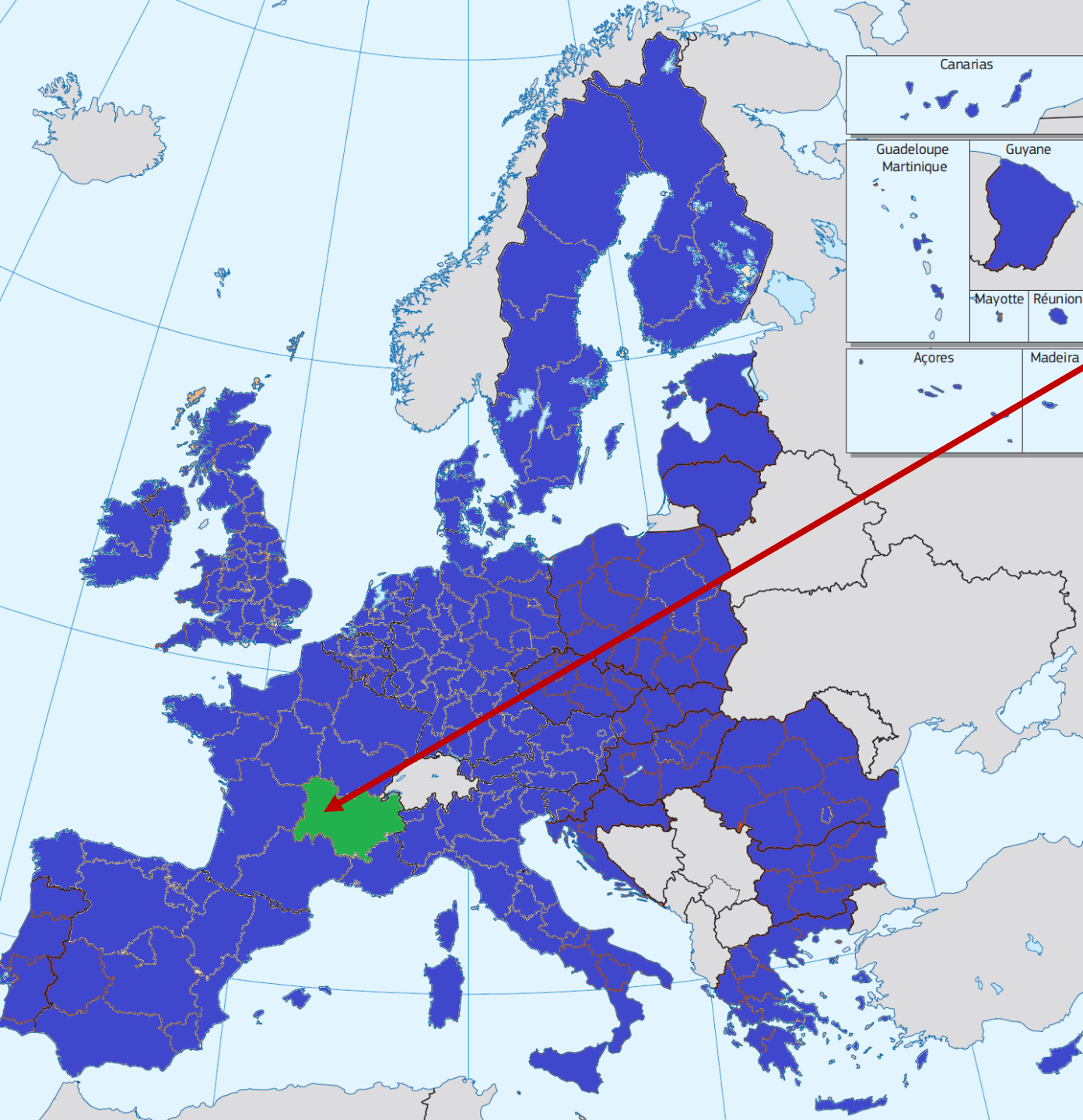


European Union | European Regional Development Fund

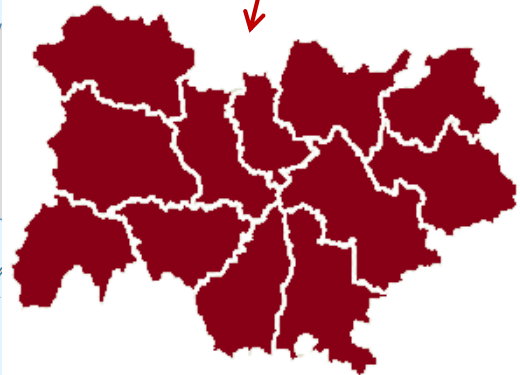
Auvergne Good practice case?

**ClusteriX 2.0 2nd meeting
Malmö, Sweden, 23 June 2016**

AUVERGNE – Rhône-Alpes



Auvergne (1.3 M)
Clermont-Ferrand
(140.000)





CANDIDATURE
PATRIMOINE MONDIAL DE L'UNESCO



Tous ambassadeurs !

www.ChaîneDesPuys-FailleDeLimagne.com



A region focussed on sciences

45,000 students / 11% coming from abroad

2,800 researchers (50% public/50% private)

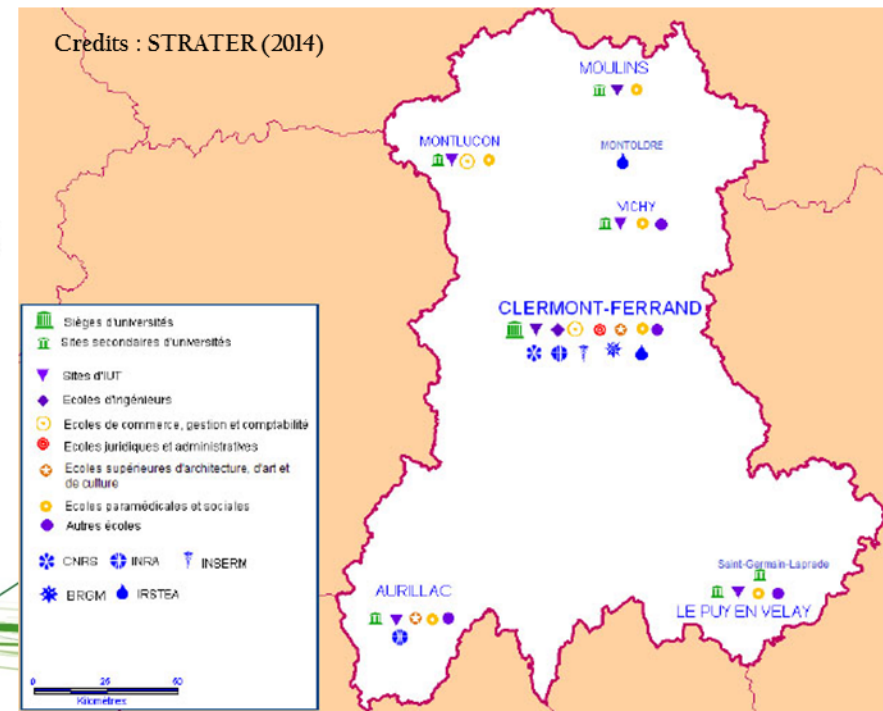
1,000 PhD

54 public laboratories

900 patents filed per year

5th french region for its investment budget for R&D (*R&D/GDP ratio*)
(before merging)

- 2 universities
- 6 engineering schools
- 1 Business school
- 4 research organisations (CNRS, INSERM, IRSTEA, INRA)
- 3rd largest INRA center



A well-diversified economy

- **Successful sectors** : Agriculture, Food, Aeronautics, Nutritional Health, Materials, Wood/Cardboard/Paper
- 9,3% unemployment rate (France 10,2%)
- 1st French region 100% high-speed internet
- 8th largest industrial region in France

International
leaders have
chosen
Auvergne



A region of partnerships



3 « pôles de compétitivité » from 2005



8 regional « excellence clusters » from 2009

- E2IA (Eco-entreprises for Innovation in Auvergne)
- JCEP (Junior Economic Chamber Plastic processing)
- e-cluster (Auvergne Industrial Efficiency)
- InnovaTherm (Thermalism and Health)
- PRI (Pharmabiotic Research Institute)
- Analgesia Partnership
- Nutravita
- Numelink (ICT)



The Auvergne RIS3 : 5 SIS, 5 visions for the territory



Life is motion – Mobility health prevention

Making Auvergne the European leader in individualized mobility throughout life primarily acting on prevention & personalized health



Power of land – agriculture, livestock, bioresources

Develop new products & services to improve the sustainable performance of agricultural & forestry production systems & transformations of regional bio-resource sectors



Enjoy Auvergne – identity & territory

Improve the attractiveness for inhabitants & tourists by developing & complementing the strengths of the region



Trust Inside – digital trust

Making Auvergne leader in the integration of trust in digital uses in the service of goods & people to create an industrial sector representing 10 000 jobs in 2025

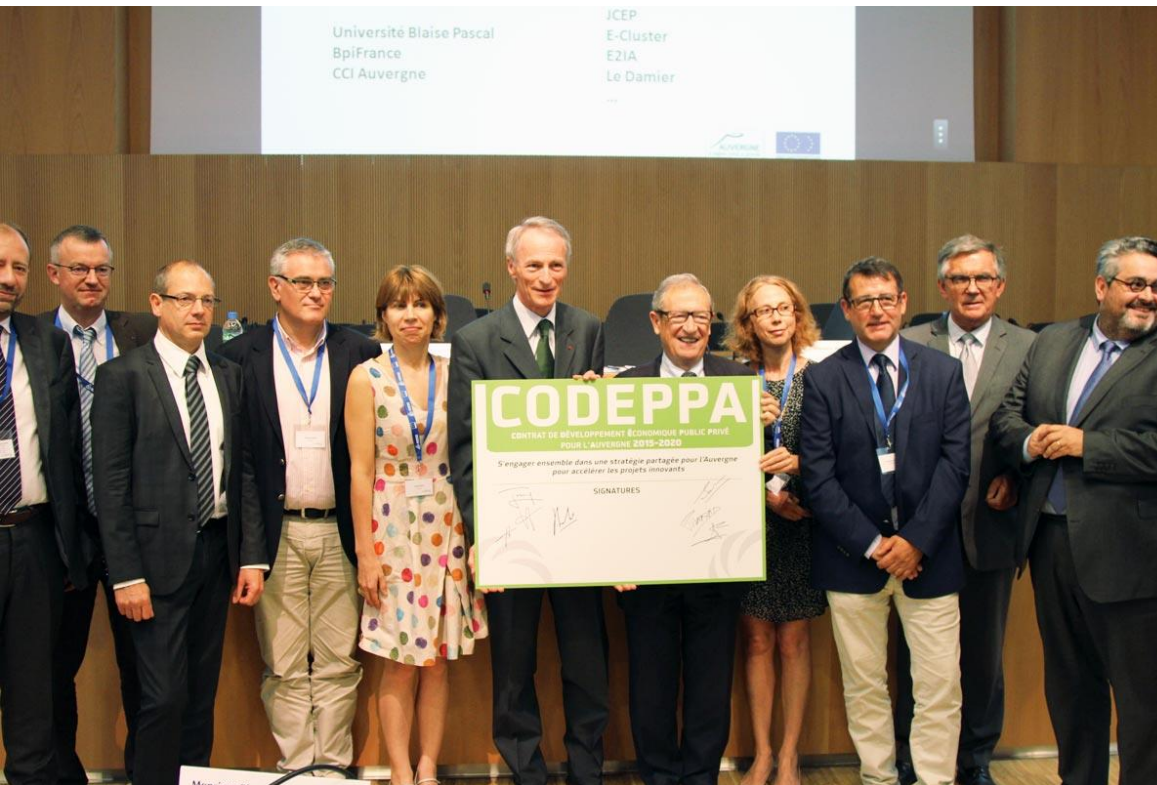


Smart Auvergne – smart and efficient systems

A new offer design & integration of intelligent solutions to enhance the performance of production systems & make up the range of skills & products industries



Governance of the RIS3



✓ **CODEPPA**

(contrat de développement économique public/privé)

= public/private agreement for economic development

Signed the July 9th 2015

✓ **Public stakeholders**: Regional Council, Universities, Economic Chamber, Museum, Auvergne New Word association, BPI (national public bank for investment), Business School

✓ **Private stakeholders**: Michelin, Limagrain, Almerlys, 11 clusters

✓ CODEPPA : 3 public/private commitments

- Steering committee >> 2 joint presidents : President of the Regional Council + President of Michelin

- Implementation of manager by SIS  : one program
(totally supported by public funds)

- One industrial (or expert) pilot to lead each SIS

>> in the aim of developing at least 10 new cross-cluster, collaborative & innovative projects with a strong structuring impact on the regional economic tissue

["big" or "locomotive project" = economic driver]

✓ Steering committee of the RIS3:

Composition : members of the CODEPPA

President(s) : Regional Council President + Michelin President

Meeting : four times a year

Role : global strategy + global project monitoring

Projects GO/NO GO after review by La Fabrique

✓ Technical committee of each SIS :

Composition : clusters, industrial, academics and institutional

Monitoring : the SIS pilot + the SIS program manager

Meeting : variable

Role : detection of projects and selection those have to be accompanied by La Fabrique according to criteria (SIS markets, impact for the territory,...)

✓ **Role of the Fabrique:** operational implementation of the SIS vision



Analysis:

Scope, maturity degree, feasibility, milestones identification : market and competition analysis



Establishment of a model:

Needs identification, research of existing public supports, experimentation, proof of concept



Business plan and funding:

Implementation of sustainable business plan



Fund raising:

Research and identification of private investors



Realization:

Programming stages : who does what, by what means, in what purpose?

✓ **Composition:**

- **A managing director** : ex CEO
- **A fundraising and partnerships director**
- **5 program managers** (one for each SIS) : ex CEO, with strong entrepreneurship background
- **A project manager** : coming from the regional council, charged to coordinate the public support (including regional or ERDF subsidies) according to the private needs and responsible of external communication

✓ Composition:

- A managing director : ex SONY CEO for France
- A fundraising and partnerships director : nobody
- 5 program managers (one for each SIS) :



Life is motion : ex Clinical Dir. until December 2015, then nobody



Power of Land : ex McCain CEO for Europe



Enjoy Auvergne : ex Media/Press CEO




Trust Inside : ICT Director of Regional Council





Smart Auvergne : Director of Industrial Cluster ViaMeca

- A project manager : Virginie Astier

After one year : indicators of realization

Ind. pilot	Program Man.	Techn. commitee	Big / « little » projects
 CEO	nobody	each month	0 « 3 »
 Sc. Dir.	ex CEO	each month	4 « 3 » <ul style="list-style-type: none"> • A new high tech forestry company • A new biotechnology platform dedicated to bioresources • A living lab dedicated to agriculture for the future
 Museum Dir.	ex CEO	never	2 <ul style="list-style-type: none"> • Thermal stations for the future • A new eco-construction platform
 CEO	ICT Dir.	rom 2 weeks to 2 months	2 « 2 » <ul style="list-style-type: none"> • A new digital start-up accelerator supported by big companies and banks
 ViaMeca Pres.	ViaMeca Dir.	never	0

Critical self-assessment

	Ind. pilot	Program Man.	Techn. commitee	Big / « little » projects
	CEO	nobody	each month	0 « 3 »
	<i>The pilot (also President of a cluster) wants to drive everything alone</i>			
	Sc. Dir.	ex CEO	each month	4 « 3 »
	<i>Complementary team and succesfull monitoring</i>			
	Museum Dir.	ex CEO	never	2
	<i>The pilot & the program man. don't work as a team ; no collaborative dialogue</i>			
	CEO	ICT Dir.	from 2 weeks to 2 months	2 « 2 »
	<i>The CEO is not enough avaiable ; the ICT cluster is merging with one of RA</i>			
	ViaMeca Pres.	ViaMeca Dir.	never	0
	<i>The ViaMeca PdC does not favor cross sector projetcs</i>			

The best « recipe »

1. A trustful relationship between the industrial pilot and the program manager.
2. The industrial pilot is not necessary a CEO, a Sc. Dir. would be more available.
3. The program manager has to understand the vision of the SIS (market knowledge and entrepreneurship culture) and to encourage synergies between the stakeholders within the SIS, dealing with the territory needs.

Finally, if you have an ambitious, competitive and sustainable project, you will find the money investments...



Virginie Astier / Project manager

« La Fabrique » Regional Council

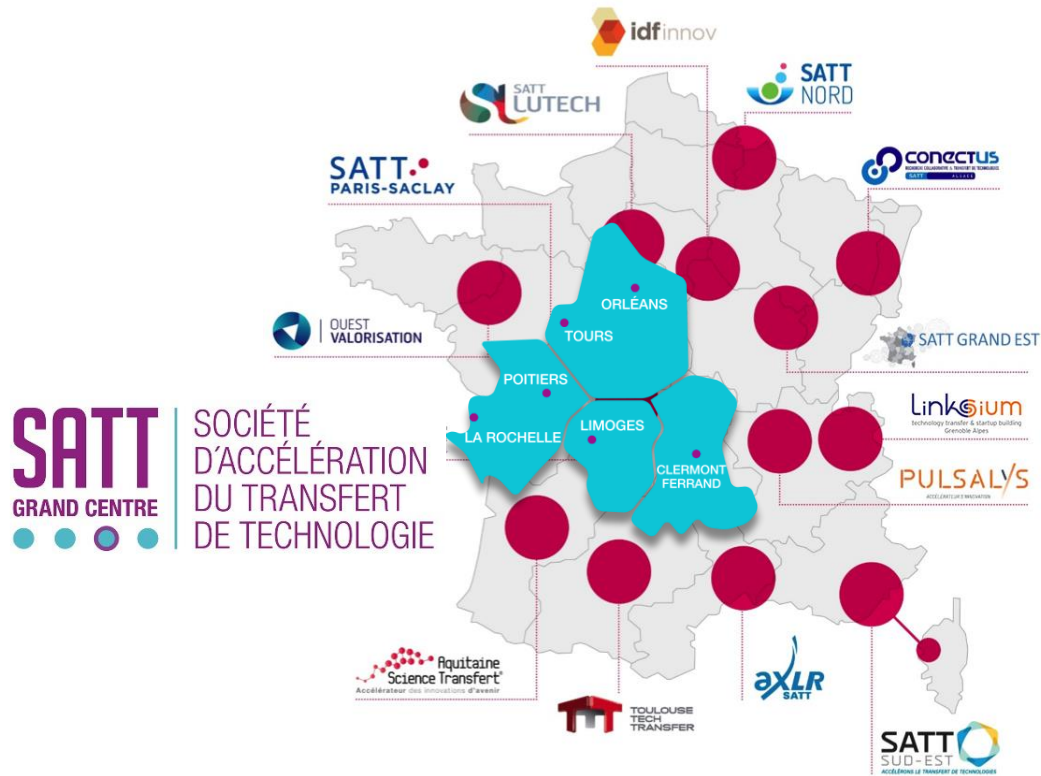
virginie.astier@auvergnerrhonealpes.eu



Virginie Squizzato / Partnerships Director

Acceleration of Technology Transfer Company

virginie.squizzato@sattgc.com



We invite you by the end of november in Clermont-Ferrand!

- **SATT Grand Centre** (Acceleration Technology Transfer Company) is a company founded **on May 15, 2013 with € 60M of funding over 10 years**
- headquarter in Clermont-Ferrand (Auvergne) and six branches (Clermont-Ferrand, Orléans, Tours, Poitiers, La Rochelle and Limoges)
- Dedicated to **7 universities / 2 national research centers (CNRS and Irstea) / 6 engineering graduate schools** representing a total of 8500 researchers in addition to 8 competitive clusters and around 20 clusters of excellence, 5 incubators, 3 economic chambers...

Workshop by the end of november-early december? :

- Exchange of practice and experience, especially dealing with **academic sourcing** (emergence of new partnerships?)
- Public research contribution to the socio-economic value chain : **Entrepreneurs / Technology transfer / Public/private cooperation within clusters...**



They have already accepted our invitation :

- **Innovation Boulevard from Vancouver**, linking the city, UBC & SFU on health tech.
- **Isis Enterprise** : The technology transfer company of the University of Oxford

And more than 30 clusters, the 13 other SATT, 3 regional council, 3 economic chamber, 7 universities...