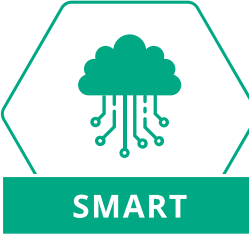


**Interreg
Europe**



Co-funded by
the European Union



AccelerateGDT

Supporting Sectoral Transformation

Realign cluster policies to accelerate industrial transformation

Emma Vendrell

*Head of International Projects at ACCIÓ
University*

emma.vendrell@gencat.cat

Dr John Hobbs

Senior Lecturer, Munster Technological

John.hobbs@mtu.ie



ie_accelerate_gdt



@AccelerateGDT



AccelerateGDT



@AccelerateGDT

AccelerateGDT

Climate change and environmental degradation are an existential threat to our entire planet.

90% 60-70%

INDUSTRY CLUSTER

- Accelerate GDT is collaboratively updating and advancing 8 national and regional cluster policies across Europe to include supports to ensure that SMEs can collaboratively take steps towards Europe's digital and green transition targets.

MTU
 ACCIÓ
 Catalonia Trade & Investment
 Generalitat de Catalunya
 TORINO METROPOLI
 Città metropolitana di Torino
 austria wirtschafts service
 aws
 MINISTRY OF PUBLIC ADMINISTRATION AND REGIONAL DEVELOPMENT
 CZECHINVEST
 DBI | DUISBURG BUSINESS & INNOVATION
 UKRAINIAN CLUSTER ALLIANCE
 TCI NETWORK

AccelerateGDT

Accelerate GDT - Knowledge Exchange & Information Sharing:



CLUSTER ECOSYSTEM ANALYSIS

A CASE STUDY ANALYSIS OF THE CLUSTERING ECOSYSTEM IN IRELAND

EUROPEAN CLUSTER
COLLABORATION PLATFORMEuropean
CommissionTCI 2024
GLOBAL CONFERENCE
CHIHUAHUA MEXICO

- **Transformative Agendas:** Understanding how public policy is evolving regarding transition
- **Collaborative Model:** How our partners interact to foster transformative agendas
- **Open Interaction:** Want to get all participants involved and engaged with us to co-learn

Shared value is part of the solution



Economic impact and social impact
must be two sides of the same coin

Porter and M. Kramer, HBR, 1-2, 2011

Areas of work

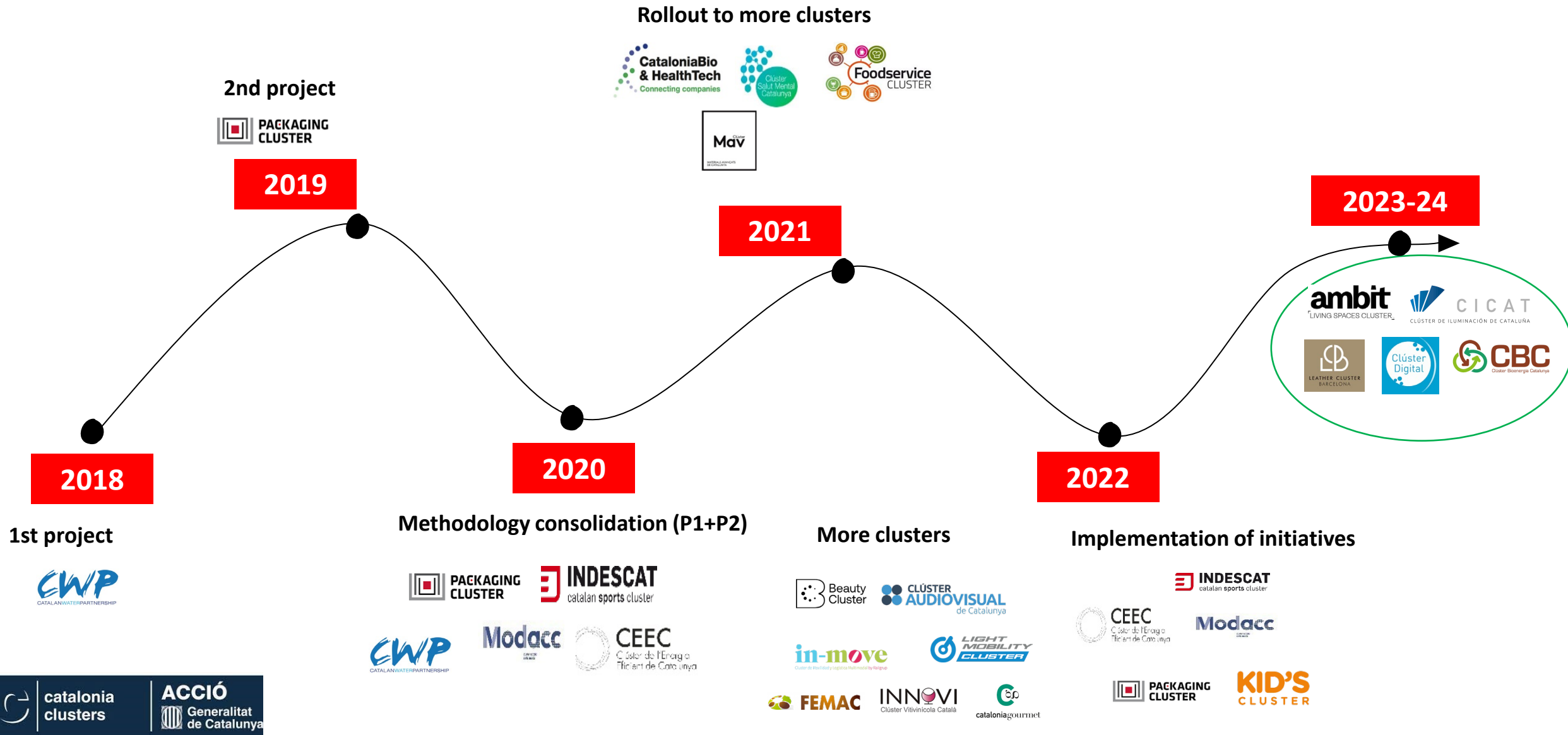
48 info sessions
1.500 companies
1 Guide on SV

50 internal staff
+ 60 CEOs &
clusters

27 clusters
+800 companies
+ 130 finishers

2M€ (11,5%)
22 cluster projects
30 individual
company projects

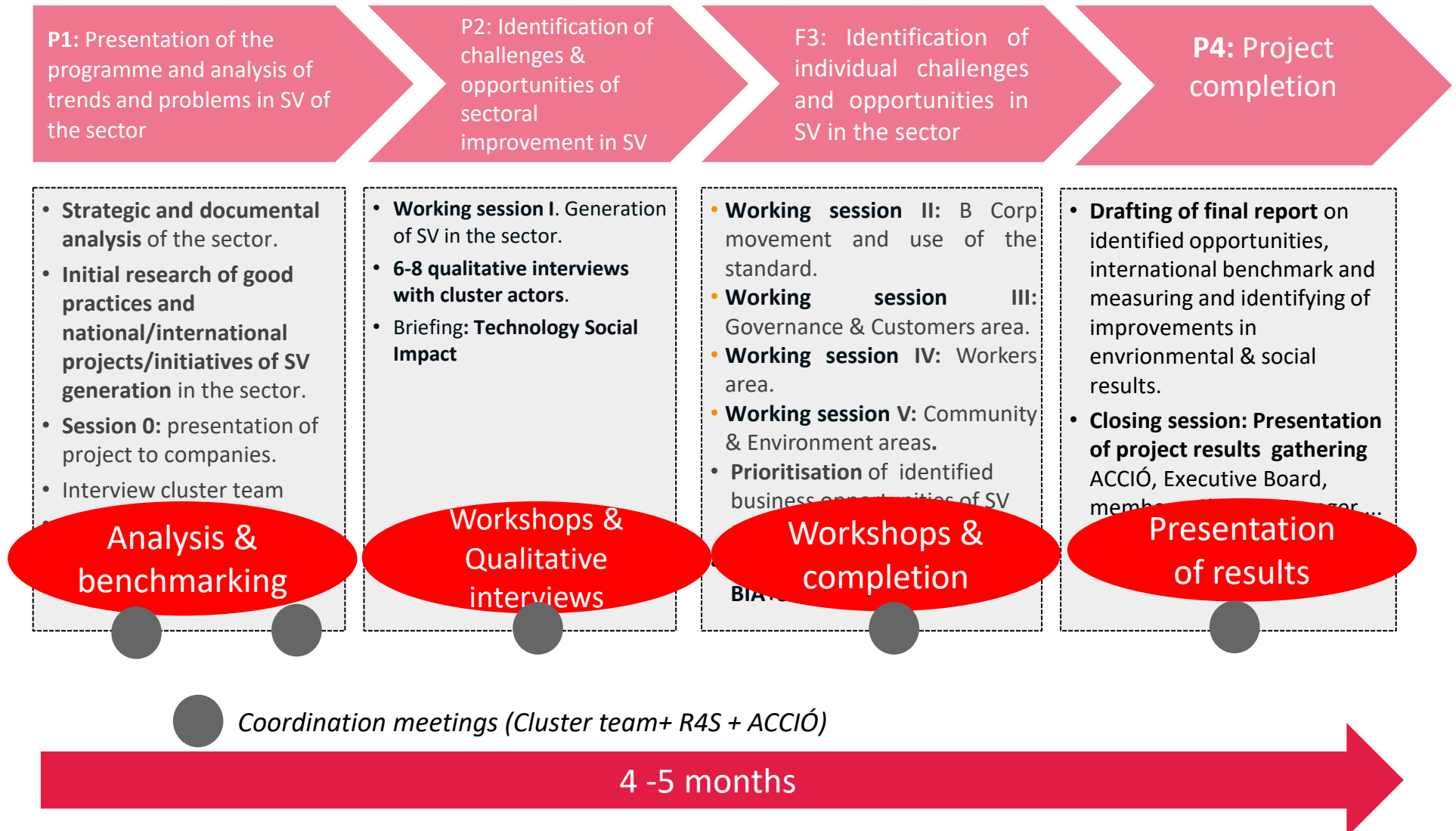
Track record of work with clusters



Work methodology: coaching programmes



CLÚSTER
RESIDUS



More than 800 impacted companies, more than 130 finishers



II. Methodology for the identification and prevention of housing energy poverty (Granollers)

Project description:

Pilot Project, **in collaboration with public administrations**, for the **development of strategies to tackle this issue through public-private solutions.**

10 new opportunities identified

69 International initiatives identified

and implement suitable

Project objectives:

1. **Limit the impact of the energy poverty phenomenon in vulnerable communities** through the development of identification mechanisms for a **preventive solution** of the problem.
2. Study and implementation, based on preventive modelling, of **innovative strategies to be implemented proactively** (e.g. inclusive financing models, effective solution implementation)
3. **Stable and proactive collaboration with public administration** to tackle this issue and provide mixed solutions based on private capacity.

Involved Stakeholders:

- Private companies (construction companies, engineering,...)
- Funding bodies
- Research and ICT transfer
- Public administration

Reference initiatives*:

- Initiative #16
- Initiative #53
- Initiative #54
- Initiative #55
- Initiative #56

Challenges addressed:

- Widespread belief that **energy poverty** needs to be addressed solely from the **public sector**.
- **There is a lack of proactive public-private synergies** to rely on the knowledge of the energy market of commercialising companies to tackle the societal problem.

Contribution to SDGs:



Social Value:

- **Social inclusion** of vulnerable and/or at risk groups through the prevention of lack of access to electricity.
- **Consolidation of a business culture** in the energy efficiency sector focussing on social impact and inclusion.



Environmental Value:

- Reduction of problems regarding energy consumption **tackling proactively the lack of access** to traditional energy market or **possible legal infractions generating inefficiencies** in the service



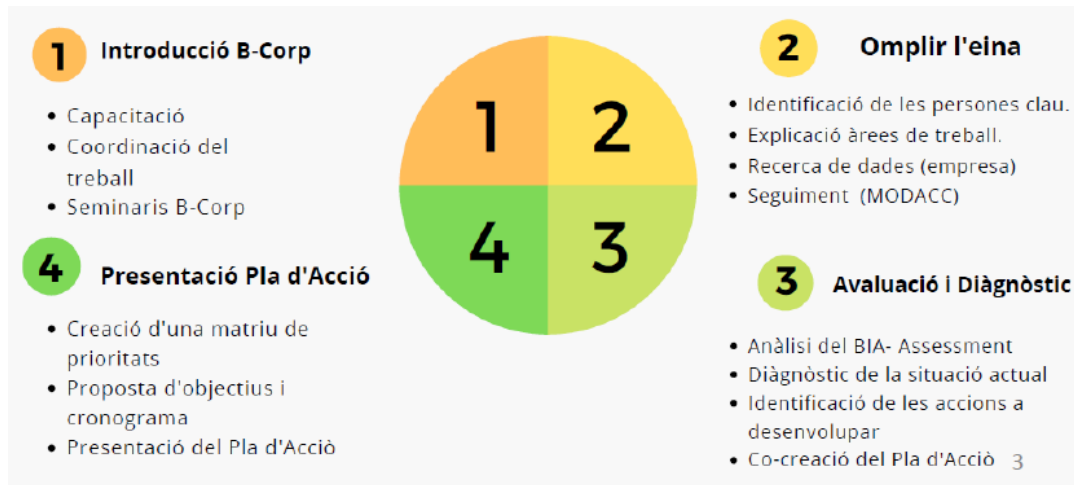
Economic Value:

- **Suitable and preventive implementation of funding and/or energy solutions** to vulnerable people in energy poverty situation.
- **Prevention of difficult situations** – relying on public intervention –energy consumption for consumers **at risk of exclusion**.

(*) Annex II. Complete international database of shared value projects.

Shared Value Projects 2021-2023

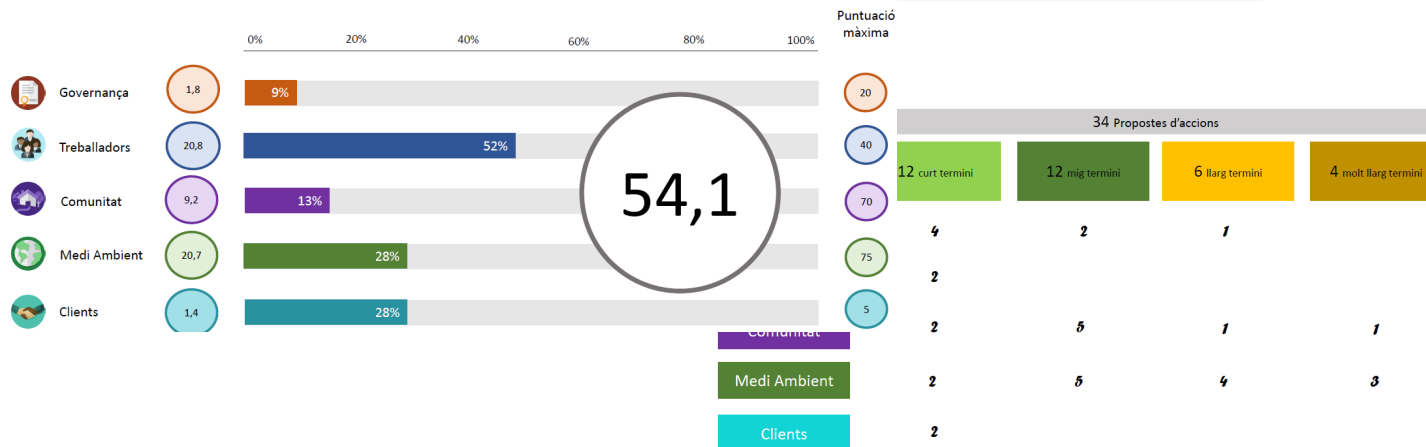
“Fashion in Europe is transitioning from a non-regulated to a regulated sector”
 “We needed a methodology to help companies make the transition”



280
Professionals
trained

16
Individual
strategies and
action plans

1
Company
Bcorp
certified



Turnover of sustainability services (2023): 44.953 € (8%)

**Interreg
Europe**



Co-funded by
the European Union

AccelerateGDT

**Thanks for your
Attention**

www.interregeurope.eu/accelerategdt



@AccelerateGDT



Accelerate GDT



Emma Vendrell,
Head of International Projects,
ACCIÓ, Pg. de Gràcia, Barcelona

Email: emma.vendrell@gencat.cat



Dr John Hobbs,
Lead Partner Accelerate GDT,
Senior Lecturer MTU, Bishopstown, Cork

Email: john.hobbs@mtu.ie

