



PRO INNO EUROPE

## **“Better policies and instruments in support of world class clusters”**

**Project number: 245660**

**Project title: TACTICS**

**Coordinator: OSEO**

**TERMS OF REFERENCE for Subcontracted activities under project Work Package Two**

**Support and development of the European Cluster Alliance: project secretariat**

### **Introduction and purpose of the project**

Oseo , the French national innovation agency, is the coordinator of a project entitled TACTICS which brings together seven of Europe’s leading national and regional innovation and cluster policy organisations which are committed to improving policy making and mutual learning in Europe in the field of clusters. The project is funded under the EU CIP initiative PRO INNO Europe. One of the main objectives of this project is to facilitate the further development of the European Cluster Alliance launched in 2006 and to ensure its management. To this end a specific work package is foreseen in the work programme of this project involving the establishment of a secretariat which will be responsible for supporting the management of the European Cluster Alliance activities over the next 3 years. In order to facilitate the delivery of this task Oseo Innovation is seeking the support of an external subcontractor. The precise nature of the tasks and support required are described below.

### **Key Activities to be undertaken**

The TACTICS project partners have identified the following key areas where support will be required:

- ECA membership logistical support including the maintenance of the ECA members’ database, managing the process for accepting new members, and communication and provision of information to ECA members;
- Organisation of 2 Annual Assemblies of the European Cluster Alliance in different EU countries, preferably as side events to international conferences on clusters.
- Contribution to the preparation of the planned 6 ECA workshops and dissemination of their results;
- Facilitate the liaison and flow of information between the ECA members with the European Cluster Policy Group, the European Cluster Observatory, the ECA Executive Board and TACTICS Policy Reflection Group;
- Disseminate the concept of the European Cluster Alliance and TACTICS Reflection group main recommendations and provide content to the PRO INNO Europe web site such as news, announcement of events, deliverables etc;
- Preparation of the TACTICS deliverables and reports which are related to the activities of the European Cluster Alliance;
- Identification of synergies (events, reports etc) with other EU, national and regional cluster – related policy initiatives ( Europe Innova , Regions of Knowledge, structural funds, Interreg etc.);
- Support to the management of the ECA /ECA executive board including the preparation , and definition of the ECA business plan approach in order to ensure ECA sustainability.



### **Project Duration**

The expected duration of the TACTICS project is 36 months.

### **Proposal Requirements**

Those willing to respond to this call for tender should provide information on the following matters:

- Presentation of a methodology to deliver the tasks identified above;
- Provide their understanding of the ECA and its future development, and effective management;
- Provide a budget breakdown (by key personnel categories and other costs)
- Presentation of the company and individual team CVs and relevant and similar experience demonstrating a proven track record of professional experience in innovation policy development or implementation of innovation support schemes over the last three years in the field of clusters;
- Proposals must not exceed 15 pages in Arial 12 print;
- Only legal entities are eligible participants;
- Tender responses should be in English.

The estimated budget for this subcontracted activity is up to 133000 €. The award of the tender will be selected on the basis of the most economically advantageous tender according to the CIP programme financial regulation and grant agreement model.

### **Evaluation of the proposals**

After submission, proposals will be evaluated by the Oseo selection Committee.

No meetings will be organised with potential bidders during the selection process.

Selection will be based only on written applications.

### **Selection Criteria and relevant experience**

Candidates should be able to demonstrate the following experience:

- Good knowledge of the EC/ DG Enterprise PRO INNO Europe cluster policy initiatives and the ECA;
- Good knowledge of national and regional cluster support programmes and activities;
- Capacity to manage networks and animate policy debates;
- Experience on producing quality dissemination outputs and reports;
- Ability to communicate fluently (oral and written) in English and French languages allowing them to contribute to discussions and preparation of reports with the Oseo Innovation team and the rest of the TACTICS project team.

Summary and weighting of selection criteria:

- Knowledge about the EC PRO INNO Europe cluster policy initiative and other cluster initiatives : 30%
- Experience in supporting similar EU innovation networks : 30%
- Capacity to deliver outputs : 20%



- Price 20%

The candidate will be chosen on the basis of these criteria and the overall analysis of the proposed methodology in terms of the *most economically advantageous tender in terms of the best price quality ratio* according to the CIP programme financial regulation and Grant agreement model by an OSEO selection committee, the coordinator of the INNO-Net TACTICS represented by Mr Michel GANOOTE, OSEO, International Department, European Delegate, Strategy and development.

### **Call publication and proposal deadline**

The call is open from the date of publication on the PRO INNO web site <http://www.proinno-europe.eu>, namely from Thursday 1<sup>st</sup> of October 2009 until the call deadline on the Monday 2<sup>nd</sup> of November 2009 at noon.

### **Address for information and electronic submissions**

Requests for information should be e mailed to [tactics@oseo.fr](mailto:tactics@oseo.fr) with the following subject: *TACTICS ECA secretariat, request for information*

Only electronic submissions e mailed in PDF format to [tactics@oseo.fr](mailto:tactics@oseo.fr) will be accepted

Proposals should be e mailed in PDF format to [tactics@oseo.fr](mailto:tactics@oseo.fr) with the following subject: *TACTICS ECA secretariat submission*

Oseo reserves the right to relaunch or to cancel the call if no proposals are deemed acceptable or in case of force majeure.

### **Annex 1 -TACTICS Project summary**

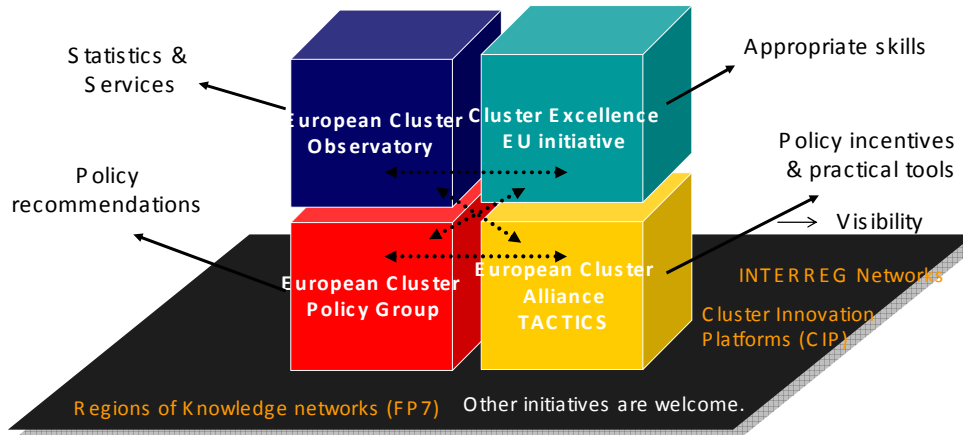
TACTICS, led by OSEO the French national innovation agency, brings together seven of Europe's leading national and regional innovation and cluster policy organizations who are committed to improving policy cooperation and have a track record of working with clusters at an international level as well as a detailed knowledge of the PRO INNO Initiatives, the ECA and EU innovation programmes in general.

They will build upon this momentum and disseminate results to a large cluster policy and stakeholder audience through the revitalized ECA and a policy Reflection group. In addition resources will be directed towards developing synergies with other cluster initiatives such as the ECO, Cluster IP, the cluster excellence initiative and the ECPG to ensure EU wide value added.

A variety of concrete joint initiatives and pilot schemes will be developed and tested in the WPs to demonstrate the policy cooperation's that can work at an international level both within Europe and beyond in key markets (N America, Japan, Mediterranean countries). Leverage and networking with other related initiatives (Regions of Knowledge, Lead Markets, FP7, Interreg) will ensure policy recommendations are shared with a variety of stakeholders and improve policy alignment and impacts especially towards businesses and SMEs during the current world economic crisis.

TACTICS will support the policy and political agenda during the three year programme and will work closely with EU presidencies to maximize communication, learning and dissemination opportunities.

## How to better support clusters and their international cooperation at EU level?



TACTICS-OSEO innovation - Michel Ganote - Final meeting CEE Cluster Network- Linz- 10/09/2009

TACTICS has the following overall objectives:

1. to establish a reflection group on the internationalisation and other development aspects of clusters
2. to relaunch the European Cluster Alliance (ECA) and set up a secretariat to support and professionalize the ECA in order to better contribute to the dissemination of cluster policies and cluster activities between Member States at both a regional and national level.
3. to look at clusters' internationalisation indicators with a special focus on SMEs and their capability to bring active cooperation
4. to develop links with other initiatives supported by the PRO INNO Europe initiative
5. to contribute to raising the mutual understanding and opening of cultural, societal and economical issues among different countries through cluster policy exchanges
6. to launch a joint initiative to investigate and further advance the issues concerning how to increase the visibility of transnational cluster initiatives with a view to attracting foreign investment

### **Annex-2-Description of the Project Work Package 2 objectives on setting up of a secretariat to manage the European Cluster Alliance activities**

The revitalisation of the ECA lies at the heart of this workpackage.

Three main objectives will guide the overall work undertaken in WP2. They are:

- Provide an open platform for maintaining a dialogue on cluster policy development at an EU level between key stakeholders (mutual learning, joint development of practical tools (methodologies and guides etc.) and idea workshops)
- Jointly develop, test and validate policy incentives to encourage and support international

cluster cooperation (building on the previous work of the INNO Nets);

- Elaborate methods to increase the visibility of clusters in the EU.

A number of secondary objectives have been identified and include

- Enhance trans-national cooperation between cluster policy makers: identify the barriers (market, policy, cultural, critical mass etc) that restrict the internationalisation of clusters at a regional, national and international level (linked to WP4).
- Promote and support internationalisation of clusters and the creation of world class clusters : create strategic partnerships with added value/outputs
- Contribute to the dissemination and test ideas emerging from the ECPG, ECO and other TACTICS workpackages in order to developo joint activities with key partners and stakeholders
- Support EU cluster policy agenda: develop links with other DG enterprise policy areas and other EU policy instruments (FP7, Regions of Knowledge, Interreg) and relevant networks (EEN)
- Support MS policy agendas especially through TACTICS partners involved in the next UE presidencies and other key innovation/cluster networks such as TAFTIE (the European association of public innonovation agencies.).