

REPORT

1. THE EVENT: date | venue | contents

- **Workshop title, delivery date and location**

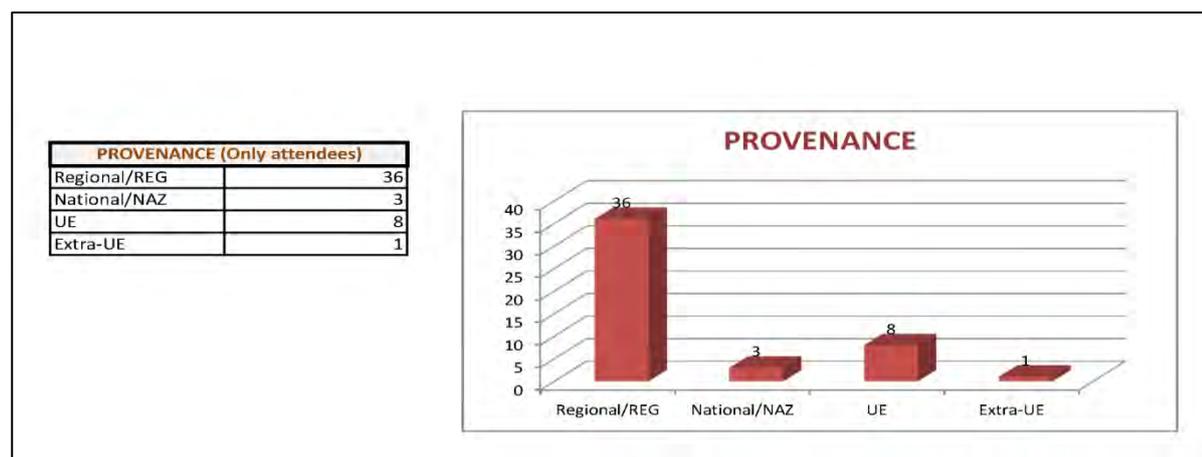
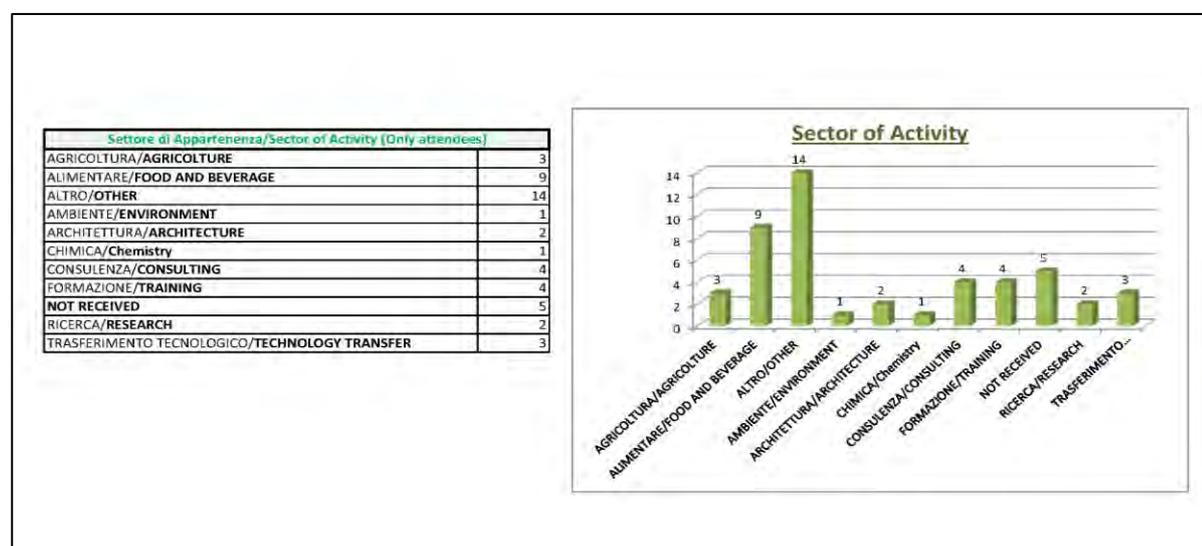
“Feeding the Planet: European Bio Food Clusters on the World Stage” Capitalisation Workshop

October 29, 2014 – 09:30 > 13:00

Milano – Palazzo Pirelli, Sala Pirelli - Via Fabio Filzi 22

- **Workshop attendance and composition**

69 people registered / 48 people effectively took part in the event



- **Workshop schedule and speakers**

The following agenda was observed except for two excused speakers:

- Eric Fargeas, substituted by *Sabrina Deforge*/Agropolis International
- José Freitas /EC.

Laura Savini, Servizi alle Imprese – Finlombarda SpA, gave an overview on Clusters initiatives in COSME and Horizon 2020 programs.



Feeding the Planet
European Bio Food Clusters on the World Stage
CAPITALISATION WORKSHOP

Palazzo Pirelli, Sala Pirelli, 1° Piano
Via Fabio Filzi 22, Milano



Tre cluster europei nel settore dell'agro-food e delle biotecnologie – Milano (Italia), Montpellier (Francia) e Wageningen (Paesi Bassi) – insieme per dare vita a un vero e proprio "European World Class Cluster", capace di rapportarsi a livello globale con importanti realtà quali il Brasile, il Cile, gli Stati Uniti e l'India. Nel corso del progetto "Feeding the Planet" sono state sviluppate sinergie e partnership che hanno coinvolto organizzazioni internazionali, autorità locali e imprese innovative. Con loro sono state gettate le basi per una policy condivisa, per una strategia che unisce ricerca e business. Nel corso dell'evento, aperto al pubblico, verranno presentate le attività svolte, discussi i risultati raggiunti e proposte nuove possibilità in un contesto ampio e fortemente dinamico.

"Feeding The Planet: EU Bio Food Clusters on The World Stage" è un progetto finanziato dalla Commissione Europea e coordinato da Regione Lombardia, con la partecipazione di: Parco Tecnologico Padano (Lombardia – Italia), Agropolis International (Languedoc-Roussillon - Francia) e Oost NV (East Netherlands – Paesi Bassi).
Maggiori informazioni al sito www.feeding-the-planet.eu

Three European Agro-Food and Biotech Clusters – Parco Tecnologico Padano (Region of Lombardy, Italy), Agropolis International (Languedoc-Roussillon, France) and Oost NV (Food Valley Wageningen, East Netherlands, The Netherlands) – together to set up a "European World Class Cluster" able to generate joint strategies and partnerships at an international level with countries such as Brazil, Chile, India, and the United States. "Feeding the Planet" project has actively involved research and training organizations, innovative companies, and local authorities. The event will discuss the results of the project and suggest new opportunities in a broad and dynamic context.

*"Feeding The Planet: EU Bio Food Clusters on The World Stage" is a project co-financed by European Commission and coordinated by Region of Lombardy, that links 3 main World-Class Biotech and Agro-Food Clusters in Europe: Parco Tecnologico Padano (Lombardy - Italy), Agropolis International (Languedoc-Roussillon - France) and Oost NV (East Netherlands - The Netherlands).
More info about the project at www.feeding-the-planet.eu*

AGENDA

09H00 ARRIVAL AND REGISTRATION OF PARTICIPANTS

09h30 Opening address

Mario Melazzini, Councilor for Productive Activities, Research & Innovation, Regione Lombardia

9h45 Feeding the Planet: overview of the project

Maria Carla Ambrosini, Project Coordinator, Regione Lombardia

10h00 Feeding the Planet: Lessons learnt and new perspectives on a global scale

Gianluca Carenzo, Parco Tecnologico Padano
Eric Fargeas, Agropolis International
Linze Rijswijk, OOST NV

11H00 COFFEE BREAK

11h20 Cluster Internationalization: sharing and implementing a coherent European strategy - Round Table

Moderator: **Angelo Gatto**, Finlombarda

Vicente Caruz, Fundación Empresarial EUROCHILE
Alberto Pezzi, Directorate General for Industry, Government of Catalonia
Giuliano Noci, EXPLORA
Gianluca Carenzo, Parco Tecnologico Padano

12h20 Cluster excellence and cluster internationalization: EC DG Enterprise and Industry's outlook on clusters for growth

José Freitas, Enterprise and Industry Directorate-General, European Commission

12h45 Discussion and closing remarks

Armando De Crinito, Regione Lombardia

13h00 NETWORKING LUNCH

L'evento è organizzato da Regione Lombardia in collaborazione con Fondazione Politecnico di Milano.
E' disponibile traduzione simultanea italiano-inglese, inglese-italiano.

*The event is organized by Region of Lombardy in cooperation with Fondazione Politecnico di Milano.
Simultaneous translation Italian-English, Italian-English available.*

REGISTRAZIONE

La partecipazione all'evento è gratuita, previa registrazione al sito www.fondazionepolitecnico.it

REGISTRAZIONE

*The workshop is free of charge.
Please register at www.fondazionepolitecnico.it*



Agenda

- Workshop report



- **Opening address**

Mario Melazzini, Councilor for Productive Activities, Research & Innovation, Regione Lombardia

The Councilor explained that Regione Lombardia strongly believes in the concept of clusters, that is in sharing resources and expertise and to achieve a common strategy that combines research and business. Thanks to the project Feeding the Planet, featuring three European clusters, the consortium was able to show the richness of human capital, particularly in relation to young researchers. Realizing, as in the case of this project, a common value chain between research centers, institutions and industry, creating concrete and positive impact on welfare.

The Councilor also stressed the importance of internationalization and inter European cooperation which allowed to introduce the project consortium abroad as a single cluster, combining various skills in a complementary way and making the team.



From left to right:

Maria Carla Ambrosini, Project Coordinator
Regione Lombardia

Mario Melazzini, Councilor for Productive
Activities, Research & Innovation, Regione
Lombardia

○ **Feeding the Planet: overview of the project**

Maria Carla Ambrosini, Project Coordinator, Regione Lombardia

(see Annex 1)

The Coordinator gave a brief overview of the project (main objectives and partners) and some figures on Agri-Food sector in Europe (Turnover, Employment, External Trade, R&D, The Importance of SMEs, ...).

On the global market, India, Brazil, Chile and the USA were selected as target countries and six missions were carried out from May 2013 to September 2014:

- to test a common and coherent internationalization strategy
- to promote and sell expertise and business opportunities/partnerships.



From left to right:

Maria Carla Ambrosini, Project Coordinator Regione Lombardia

Gianluca Carezzo, Parco Tecnologico Padano

Linze Rijswijk, OOST NV

Sabrina Deforge Lagier, Agropolis International

○ **Feeding the Planet: Lessons learnt and new perspectives on a global scale**

Gianluca Carezzo, Parco Tecnologico Padano

Sabrina Deforge Lagier, Agropolis International

Linze Rijswijk, OOST NV

(see Annex 2)

The clusters representatives gave a shared overview about the concept and main achievements of the project.

FTP is a consortium based on complementarities and synergies for covering the widest range of competences and expertise. The Cluster concept is promoted as a key instrument for ensuring and optimizing interactions between academia and business to the benefit of innovation and competitiveness.

On the global market FTP offers:

- Expertise ('hard' science, as well as economic and social expertise) through direct provision of services or bidding for national and international calls;
- Building partnerships with our Higher Education Institutes /universities /R&D organizations, and our companies and business/farming organizations.

The tools to deal with 3 Clusters from 3 different Regions with 3 different specialization and orientation are:

1. Unique common Feeding The Planet Presentation
2. A presentation of the combined Technologies offer.
3. Brochure in multiple languages

4. Project Web site and Media Network (linkedin, Twitter)
5. Promo Video (revised twice and made an “extended version”)
6. Organizing local stakeholder groups and workshops.

The Methodological Approach developed during the project, consists in:

- From project initiative to a cluster consortium;
- Development of core activities through missions;
- Circular approach/Adaptation approach: Think, act, (feedback) think again, re-act!

Feeding the Planet tested and developed its cooperation strategy through the organization of pilot missions:

- India (May 26th > June 2nd 2013)

Follow Up

Collaboration with EBTC: reliable partner, crucial to tailor future contacts;

Next steps: participation as Feeding the Planet consortium to Agri Orti Show 2015.

- Brazil (October 28th > November 1st, 2013 and May 18th > 23th, 2014)

Some data about the matchmakings:

- 3 matchmakings in 3 cities / states;
- 105 participants in total;
- 19 participants from Europe.

- Chile (November 4nd > 8th, 2013 and May 12th > 14th, 2014)

Follow Up

FTP was invited as international success case to the first meeting for local and industrial development in Chile

- USA (September 8th – September 12th 2014)

Results:

Good opportunities to promote:

- MoU with Technological Parks (Rutgers FIC & IIT UTP)
- Partnership with incubators: Mixing Bowl, Food X
- Collaboration with International organizations

Key messages:

- Developed strategy leads to better commercial opportunities;
- Feeding the Planet turned into a business brand with a huge potential to be exploited;
- There are common interests, but also separate interests: tailoring and matching;
- Cluster organizations: a good balance between policy makers and business operation;
- Going abroad as “United States of Europe” works.

○ **Cluster Internationalization: sharing and implementing a coherent European strategy**
Round Table



From left to right:
Maria Carla Ambrosini, Project Coordinator Regione Lombardia
Gianluca Carenzo, Parco Tecnologico Padano
Angelo Gatto, Finlombarda
Vicente Caruz, Fundación Empresarial EUROCHILE
Giuliano Noci, EXPLORA
Alberto Pezzi, Directorate General for Industry, Government of Catalonia

Moderator: **Angelo Gatto**, Finlombarda

According to the moderator, clusters went a long way from the original configuration. The original clusters had a focus on specific geographical location. Today the most important word when we talk about clusters is “strategy”. The cluster is an opportunity for its members and all bodies involved (i.e. policy makers).

But it’s not enough to plan things together. The future seems to be in trying to find a way to combine competencies of distant clusters along a common value chain so that each cluster can play a role that helps to overcome the barrier of competition.

Alberto Pezzi, Directorate General for Industry, Government of Catalonia - Coordinator of EU4SportsClusters project

Clusters are a natural phenomenon. Only in the last twenty years clusters have become the object of a policy intervention and in the last decade clusters also became policy instruments (i.e. internationalisation) and they represent a powerful tool for the companies, especially for SMEs. In Catalonia the cluster policy started more than 20 years ago. One of the key pillars of the Catalan methodology: focus on “strategic” chain.

Gianluca Carenzo, Parco Tecnologico Padano

Nowadays Cluster management teams become more and more important.

The idea of a cluster is to share activities and responsibilities between different actors. Parco Tecnologico Padano is involved in the Feeding the Planet project and also in the regional agro-food cluster in Lombardy (CATAL).

Parco Tecnologico Padano spent two years in building up strategies, bringing the actors together and discussing about the strengths in the agro-food sector. Our idea is that the cluster is the way to standardize the process of collaboration within the actors in the value chain.

Giuliano Noci, EXPLORA

Expo 2015 will be an occasion to meet and to involve clusters from all over the world. This initiative means also the opportunity to valorize the presence of the delegations from abroad.

Why clusters are important? Clusters are a competitive break-through in how we conceive the organization of the value chain.

Industrial districts are no longer adequate to the present context because they’re too much related to the local context. Also, the process of disintermediation is taking place all over the world.

Cluster share homogeneous competitive challenges, share the same problems, they thus represent a consistent and reliable stakeholder and a wonderful storytelling platform.

Explora's aim is to promote tourism and in some way even industries in occasion of Expo 2015.

Explora would like to encourage enterprises, especially SMEs, to point out their excellence and promote the excellences of clusters in Lombardy Region.

Vicente Caruz, Fundación Empresarial EUROCHILE

Eurochile is convinced that the active participation of Europe, European enterprises, researchers and professionals in Latin-American countries is extremely important for the future development, culture and civilization. Thus, this not only represents an economical challenge.

The role of Eurochile is a role of connection. Eurochile tries to connect Europe, that's rich in technology, knowledge and innovation to Latin-American countries which are rich in natural resources and are big exporters. Chile is, for example, the first exporter of copper.

A cluster is a modern and appropriate entrepreneurial and social instrument.

○ **Clusters initiatives in Cosme and Horizon 2020**

Laura Savini, Servizi alle Imprese – Finlombarda SpA
(see Annex 3)

The key objective of the new EU strategy for clusters within "Horizon" and "Cosme" programs is to support the developing of world-class clusters in traditional and emerging industries by: strengthening cluster management; promoting cluster cooperation; providing a sound statistical analysis.

The achievements so far can be summarized as follows: European Cluster Excellence Initiative; European Cluster Collaboration Platform; European Cluster Observatory.

Clusters in COSME have three main calls: Cluster Excellence Program; Cluster Internationalization Programme for SMEs; European Cluster Observatory.

The Horizon 2020 Program also aims to improve the innovation capacity of SMEs; to facilitate cluster projects for new industrial value chains; to support cross-sectoral and cross-regional collaboration.

○ **Discussion and closing remarks**

Armando De Crinito, Regione Lombardia



From left to right:

Laura Savini, Servizi alle Imprese –
Finlombarda SpA

Maria Carla Ambrosini, Project Coordinator
Regione Lombardia

Armando De Crinito, Regione Lombardia

(see Annex 4)

The speaker presented the key data about Regione Lombardia context: approximately 10 million people; over 810,000 enterprises; SMEs equal the 99% of all enterprises; 13 universities + 1 (16% of the national total). Over the last two years Regione Lombardia has set up its own policy on Clusters: 9 regional clusters have been identified according to 4 pillars in the regional strategy (education, qualification and enhancement of human capital; meritocracy; closer attention to the demand of R&I; increase the attractiveness of the territory). Clusters are crucial for Regione Lombardia for the strategic definition of priorities in allocating funds for research projects.

As regards the drawing up of the regional document on Smart Specialization Strategy, the process on identifying the themes and specialization areas to focused on:

- aerospace;
- *agrifood*;
- eco-industry;
- creative and cultural industries;
- health industry;
- advanced manufacturing;
- sustainable mobility.

Finally the speaker invited the consortium to present the “Feeding the Planet” project during the European Emerging Industries Conference 2014, organised by Regione Lombardia in cooperation with the European Commission DG for Enterprise and Industry in the framework of the Italian Council Presidency, in Milan on November 13 and 14.

This is an important chance to disseminate the project even more extensively, during one of the parallel section on Friday 14th focused on international markets.

http://www.attivitaproductive.regione.lombardia.it/cs/Satellite?c=Evento&childpagename=DG_Industry%2FDetail&cid=1213684532087&pagename=DG_INDWrapper

2. COMMUNICATING THE EVENT: dissemination activities | outcomes

Workshop dissemination activities

- *Identification and connection with target groups:*
 - o Definition and composition of targeted mailing lists.
 - o Sending out of the “Save The Date” and invitation (both in Italian and in English) to 1,600 contacts.

The target groups were composed by:

- PUBLIC BODIES
- Institutional Contacts
- ASSOCIATIONS
- RESEARCH CENTERS
- Partner Organizations

(Including 50 contacts abroad, who received focused invitations).

- *Direct-mailing campaigns took place:*
 - on **2 Oct 2014** and **7 Oct 2014** (Save the Date);
 - on **22-oct-2014** (Invitation)
- *The following graphic materials have been developed (see Annex 5):*
 - Save the date, Invitation and Web Banners
 - Agenda and Conference folder (I, IV, and interiors)
 - Roll-Up banners (4 pieces)
 - Small gadget for participants: bookmark
- *A dedicated online page has been setting up to promote the event at <http://www.fondazionepolitecnico.it/eventi/eventi/feeding-the-planet-european-bio-food-clusters-onthe-world-stage> and an online form for registrations.*

The promotion of the event was also channeled through the project website, ECCP platform and the partners websites.

Workshop outcomes

Final publication / Handbook (32 pages/150 copies) in English.



Press invitation and press release (sent out to a dedicated mailing list of journalists before and after the event).

They have originated 10 **press reviews** on both local and national media (mainly online):

- AGRICOLTURAMODERNA.IT
- SCIENZA E GOVERNO
- REGIONI.IT
- REGIONE LOMBARDIA
- TISCALI.IT
- MARKETPRESS.INFO
- LIBEROQUOTIDIANO.IT
- Lombardia Notizie – Agenzia di Stampa
- ADNKRONOS

(see Annex 6)



Feeding the Planet
European Bio Food Clusters on the World Stage



Feeding the Planet: European Bio Food Clusters on the World Stage

Capitalization workshop - Milano, 29 ottobre

Sono stati presentati i risultati di "Feeding The Planet" (EU Agri-Food & Biotech Clusters on the World Stage), il progetto europeo che, coordinato dalla Regione Lombardia, ha visto la collaborazione di tre cluster leader nel settore agroalimentare/ agroindustriale e delle biotecnologie: Parco Tecnologico Padano (Lombardia), Agropolis International (Languedoc-Roussillon - Francia) e Oost NV (East Netherlands – Paesi Bassi).

Il progetto pilota –finanziato nell'ottobre del 2012 dalla Commissione Europea (nell'ambito del Programma quadro per la competitività e l'innovazione (CIP 2007-2013) con l'obiettivo di sperimentare azioni di internazionalizzazione oltre i confini europei– ha messo in luce come in due anni di attività sia stata progressivamente messa a punto una strategia comune testata durante le missioni organizzate nei quattro paesi target extraeuropei individuati: **Brasile, Cile, Stati Uniti e India**.

Durante ognuna di queste missioni sono stati organizzati workshop, matchmaking, seminari e field visits, in partnership con enti e imprese di primaria importanza, come il Punjab State Council for Science and Technology in India, l'Instituto de Nutrición y Tecnología de los Alimentos in Chile, l'Instituto de Tecnología de Alimentos in Brasile, la FAO e la Ford Foundation negli Stati Uniti; stabilendo una rete di contatti ampia e articolata: 105 in Brasile, 125 in India, 95 in Cile, 58 negli Stati Uniti.

La cooperazione dei tre partner attraverso la creazione di un unico meta-cluster europeo per la promozione e commercializzazione delle proprie competenze ha consentito di identificare **opportunità di business e partnership in un'ottica di "cluster to cluster"** con Paesi extra-europei.

Il progetto ha prodotto accordi di collaborazione, come quello con **Eurochile** in Cile e con il **Technological Park - Rutgers FIC & IIT UTP** negli USA, e contratti da parte delle imprese che hanno partecipato alle missioni.



Il partenariato di "Feeding the Planet" si è proposto quindi come punto privilegiato di accesso europeo alle imprese e istituzioni extraeuropee, al fine di facilitare le partnership



commerciali, tecnologiche e l'internazionalizzazione delle aziende ad esso afferenti, anche e soprattutto nell'ottica di EXPO 2015 "Nutrire il Pianeta, Energia per la Vita", che si terrà a Milano dal 1 maggio al 31 ottobre 2015.

"Gli esiti di questo progetto – ha sottolineato l'Assessore alle attività produttive, ricerca e innovazione di Regione Lombardia, **Mario Melazzini** – hanno messo in evidenza l'importanza della collaborazione e della messa a patrimonio comune dei propri strumenti da parte degli attori coinvolti. In questo modo non solo è stato possibile sviluppare nuove sinergie e partnership, attraverso il coinvolgimento di organizzazioni internazionali, autorità locali e imprese innovative, ma soprattutto sono state poste le basi per una strategia comune che unisca ricerca e business per aprirsi a nuovi mercati, anche oltre la conclusione del progetto".

