



BIGINN Digital tools for cluster collaboration

COS-CLUSTER PROJECT N° 101037928 – BIGINN
Deliverable D.1.3 Digital tools for cluster collaboration

Public

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Contents

- 1. INTRODUCTION 3**
 - 1.1 Executive summary 3
 - 1.2 Introduction and objectives..... 3
 - 1.3 Legal notice 3
- 2. DIGITAL TOOLS FOR CLUSTER MANAGEMENT 4**
 - 2.1 Analysis and prioritisation of SME support services 4
 - 2.2 Identification of digital tools and training 4
 - 2.3 Five priority digital tools for cluster management 5

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1. INTRODUCTION

1.1 Executive summary

This deliverable report is related to the WPI (Project management) Task 1.3: Digital Tools for cluster operation, which again is linked to task 1.5 Cluster digitalisation.

Digital tools offer many advantages in the international BigScience market full of highly trained individuals and advanced technologies. Many of these tools have demonstrated their value during the COVID-19 pandemic and they need to be picked up and embedded into the post-pandemic operations of the clusters.

The BIGINN project has identified a list of useful digital tools for cluster operation during the exchange of experience sessions between the partners and with other clusters. Training sessions on the most useful ones have been organized for the BIGINN cluster staff.

1.2 Introduction and objectives

BIGINN marks a new beginning for business and Big Science Innovation. The project has the overarching objective of exploiting the potential for innovation and international collaboration from the Big Science market by tapping into the huge investments in state-of-the-art technologies in this field. The consortium partners from Denmark, Spain and Lithuania have joined forces for the ClusterXchange programme to address the specific challenges of the sector, namely:

- Strengthen and professionalise the cluster management skills in the new area of Big Science clusters.
- Employ cluster mobility schemes to implement cross-fertilization of innovation opportunities at the different clusters.
- Improve SME global competitiveness by establishing international relations and collaborations.

1.3 Legal notice

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Table 1: BIGINN partnership

Participant Organization Name	Short Name	Country
TEKNOLOGISK INSTITUT	DTI	Denmark
ASOCIACIÓN ESPAÑOLA DE LA INDUSTRIA DE LA CIENCIA	INEUSTAR	Spain
VIESOJI ISTAIGA FIZIKOS INSTITUTO MOKSLO IR TECHNOLOGIJU PARKAS	LITEK	Lithuania










2. DIGITAL TOOLS FOR CLUSTER MANAGEMENT

The objective of WPI is to manage the project, monitoring the achievement of KPIs and deciding mitigating actions (if needed) to ensure the completion of the project's milestones and deliverables. The project management also deals with the digitalisation of the cluster operations, including the development and adoption of new digital tools, relevant for Big Science clusters.

2.1 Analysis and prioritisation of SME support services

Task 2.2 "Analysis of the needs for specific SME support services" resulted in D 2.3 Analysis and prioritization of SME support services. A list of 9 priority services were drawn up (<https://biginn.eu/toolbox/>):

In the following the 9 services valued highest by the cluster members are listed together with the estimated effort to implementing/executing the service (1 to 5 with 5 requiring the most effort):

- +  Pitch of company to external stakeholders (BSOs, Prime contractors etc.)
- +  Information on tenders and opportunities in the Big Science market via website, newsletter etc
- +  Strong presence / frequent visits to Big Science facilities to create closer relations
- +  Direct matchmaking between companies and specific tenders and opportunities
- +  Organization of business trips to/from Big Science facilities / clusters
- +  Individual matchmaking between network members
- +  Organization of internal and external networking events
- +  Matchmaking with international business partners
-  Political cluster/network lobbying to improve framework conditions

All these services can be supported by digital tools. The availability of different digital tools and their usage by the BIGINN partners has been the subject of in-depth discussions between the partners throughout the project, and in particular during the training sessions listed below.

2.2 Identification of digital tools and training

The BIGINN partnership has completed an extensive training programme on cluster management skills. The training events where digital tools were discussed were:

1. Cluster Management Tools training 1/6-2023 (virtual). The first part was internal to discuss the partners' current cluster management status and experiences with different digital tools. The second part involved an extensive external training in Microsoft Teams and its main plugins (training was performed by Michael Bosholdt – <https://bosholdt.dk/>).



2. Communication & Marketing training 6/6-2023 (virtual). The first part was internal to discuss the partners' current communication and marketing work and which digital tools were at use in the different organisations. A second part involved an external training on LinkedIn "Do's and don'ts" (training was performed by Joan Jensen from Danish Technological Institute).



3. Event Execution training 4/7-2023 (virtual). The first part was internal to discuss the partners' current event execution status. The second part involved a training on how to make "brokerage events" and which digital tools are useful (training was performed by Nikolaj Zangenberg from Danish Technological Institute).



2.3 Five priority digital tools for cluster management

During the training events, the current usage of IT tools in use by the three BIGINN partners were discussed in relation to the SME support services provided. The following digital tools were agreed upon as the most useful digital tools by the partners:

- Extended use of Microsoft Teams (subject of training)
- Use of online conference organising tool (subject of training and exchange of experience)
- Extended usage of Excell for tracking of contacts with members (subject of training and exchange of experience)
- Use of Podio as CRM system and tracking of members tool (subject of training and exchange of experience)
- Online toolbox with nine service descriptions on SME cluster services for the BigScience segment : <https://biginn.eu/toolbox/>

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Strengthening the European economy through collaboration