



BIGINN: a new beginning for business and Big Science innovation

COS-CLUSTER PROJECT N° 101037928 – BIGINN

Deliverable D2.5 Toolbox on-line with SME cluster services

Public

Co-funded by the European Union



Table of Contents

Introduction	3
Executive summary	3
Introduction and objectives	3
Legal notice	3
Analysis of SME cluster services	5
Description of the online toolbox of SME cluster services	5
Conclusion	9

Tables

Table 1: BIGINN partners.....	3
-------------------------------	---

Figures

Figure 1: Snapshot from BIGINN webpage.....	6
Figure 2: Pitch of company to external stakeholders (BSOs, Prime contractors etc.).....	7
Figure 3: Information on tenders and opportunities in the Big Science market via website, newsletter etc	7
Figure 4: Strong presence / frequent visits to Big Science facilities to create closer relations.....	7
Figure 5: Direct matchmaking between companies and specific tenders and opportunities.....	7
Figure 6: Organization of business trips to/from Big Science facilities / clusters.....	8
Figure 7: Individual matchmaking between network members.....	8
Figure 8: Organization of internal and external networking events.....	8
Figure 9: Matchmaking with international business partners.....	8
Figure 10: Political cluster/network lobbying to improve framework conditions.....	9

Document History

Date	Version	Editors	Status
15.06 2023	1.0	Henrik Bak Jeppesen, DTI	First version

Introduction

Executive summary

This deliverable reports on WP2 – Task 2.5 “Toolbox on-line with SME cluster services”, which is an online deliverable. This report gives a summary of how the toolbox have been made and how it can be used by the BIGINN partners and other Big Science clusters.

The online toolbox can be found at the BIGINN webpage: <https://biginn.eu/toolbox/>

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.

This deliverable focuses on providing the summary of the analysis of skills needed to upgrade existing services in the individual clusters to best practise-level and to be able to implement new needed services to obtain an overall upgrade of SME support services.

Legal notice

© This document is the property of the BIGINN Consortium. It may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the BIGINN Consortium, which consists of the following participants:

Table 1: BIGINN partners

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

Analysis of SME cluster services

In deliverable 2.3 “Analysis and prioritization of SME-support services“ the cluster members of the BIGINN partners were asked to evaluate a large set of services which resulted in a prioritized list of services that the cluster members found most valuable.

In deliverable 2.4 “Analysis of cluster management skills“ the 9 most valuable services were compared to the 3 partners present services and used to set the scope of the internal BIGINN trainings.

This deliverable reports on how the knowledge of the 9 most valuable services have been made available external Big Science clusters via the BIGINN webpage.

The idea with the online toolbox is that the BIGINN partners and other Big Science clusters can use the list of services as inspiration to which service they can provide and possibly how to prioritize them.

Description of the online toolbox of SME cluster services

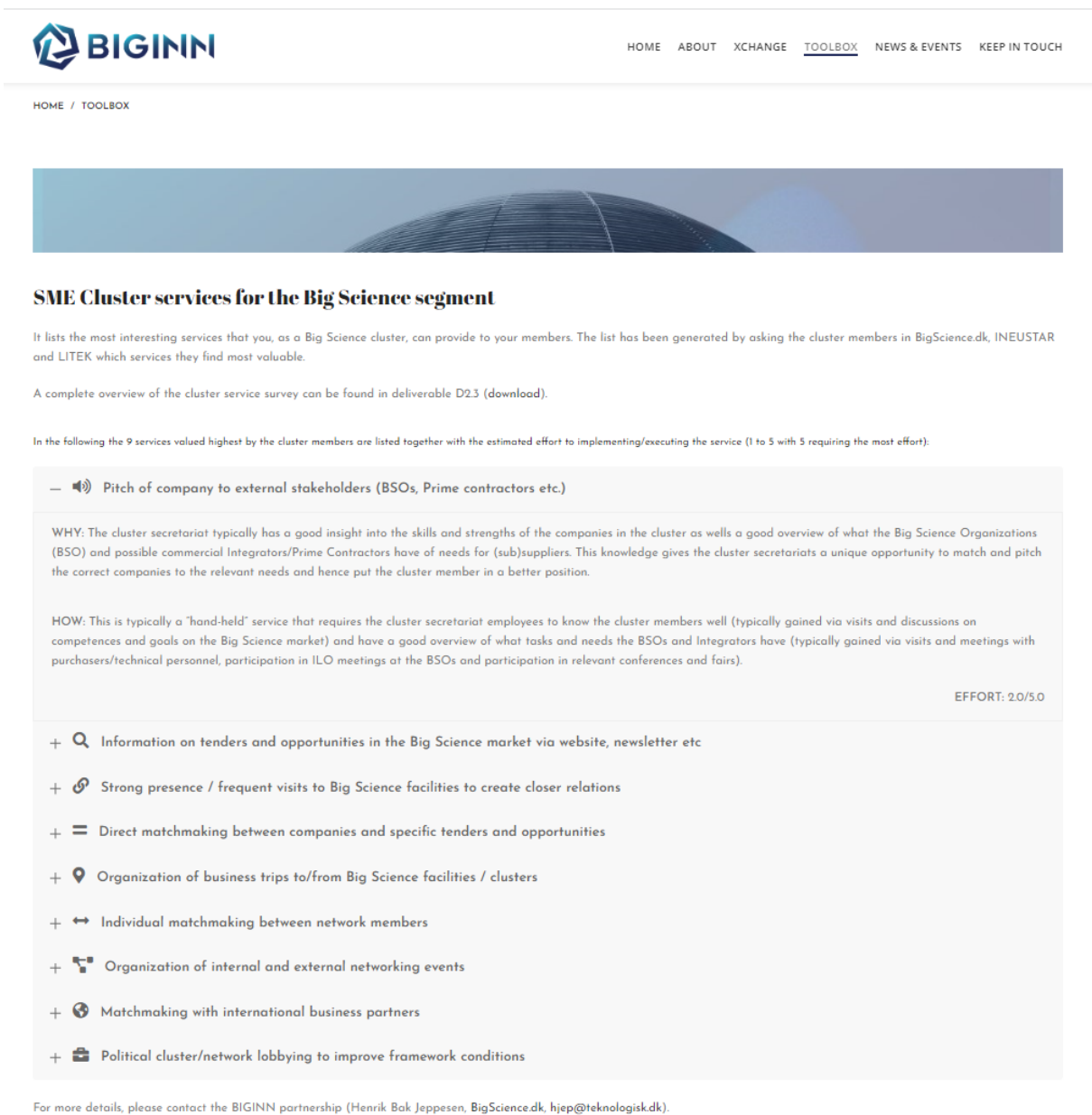
The SME cluster services listed in the online toolbox have been identified in deliverable 2.3 “Analysis and prioritization of SME-support services“ and prioritized by all the partners cluster members.

In the online toolbox a short description has been added to describe **why** the specific service is relevant and **how** to implement the service. When relevant specific digital tools are mentioned to help implement the service.

In addition, the estimated effort to implement the service has been included as a 1-5 scale (with 5 being the hardest) as assessed by the BIGINN partners.

The full online toolbox can be found on the BIGINN webpage: <https://biginn.eu/toolbox/>

In Figure 1 a snapshot of the BIGINN webpage for the online toolbox is shown.



BIGINN HOME ABOUT XCHANGE TOOLBOX NEWS & EVENTS KEEP IN TOUCH

HOME / TOOLBOX

SME Cluster services for the Big Science segment

It lists the most interesting services that you, as a Big Science cluster, can provide to your members. The list has been generated by asking the cluster members in BigScience.dk, INEUSTAR and LITEK which services they find most valuable.

A complete overview of the cluster service survey can be found in deliverable D2.3 (download).

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.)

WHY: The cluster secretariat typically has a good insight into the skills and strengths of the companies in the cluster as well as a good overview of what the Big Science Organizations (BSO) and possible commercial Integrators/Prime Contractors have of needs for (sub)suppliers. This knowledge gives the cluster secretariats a unique opportunity to match and pitch the correct companies to the relevant needs and hence put the cluster member in a better position.

HOW: This is typically a "hand-held" service that requires the cluster secretariat employees to know the cluster members well (typically gained via visits and discussions on competences and goals on the Big Science market) and have a good overview of what tasks and needs the BSOs and Integrators have (typically gained via visits and meetings with purchasers/technical personnel, participation in ILO meetings at the BSOs and participation in relevant conferences and fairs).

EFFORT: 2.0/5.0
- + 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

For more details, please contact the BIGINN partnership (Henrik Bak Jeppesen, BigScience.dk, hjep@teknologisk.dk).

Figure 1: Snapshot from BIGINN webpage

In Figure 2 to Figure 10 the 9 services and their description have been added as they are shown in the BIGINN webpage.

— 🗣️ Pitch of company to external stakeholders (BSOs, Prime contractors etc.)

WHY: The cluster secretariat typically has a good insight into the skills and strengths of the companies in the cluster as well as a good overview of what the Big Science Organizations (BSO) and possible commercial Integrators/Prime Contractors have of needs for (sub)suppliers. This knowledge gives the cluster secretariats a unique opportunity to match and pitch the correct companies to the relevant needs and hence put the cluster member in a better position.

HOW: This is typically a "hand-held" service that requires the cluster secretariat employees to know the cluster members well (typically gained via visits and discussions on competences and goals on the Big Science market) and have a good overview of what tasks and needs the BSOs and Integrators have (typically gained via visits and meetings with purchasers/technical personnel, participation in ILO meetings at the BSOs and participation in relevant conferences and fairs).

EFFORT: 2.0/5.0

Figure 2: Pitch of company to external stakeholders (BSOs, Prime contractors etc.)

— 🔍 Information on tenders and opportunities in the Big Science market via website, newsletter etc

WHY: Generally, it can be very difficult for companies to find but also to interpret tenders coming from the many different BSOs hence it is very valuable for the cluster members to be able to get all new tenders in a collected manner with regular intervals. Adding a category and possibly a short non-technical description of the tender also lowers the threshold for the companies to engage with a tender.

HOW: The cluster secretariat collects all new tenders from the BSOs, collects them in a short list, preferably with category, price range, contact information etc. The TenderList can then be distributed via newsletters, webpages and LinkedIn.

DIGITAL TOOLS: There are many digital tools for setting up and sending out newsletters. Examples are **Apsis**, **Campaign Monitor** and **Mailchimp**, but it could also be made by standard emails.

EFFORT: 1.4/5.0

Figure 3: 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

WHY: Good relations with personnel at BSOs makes the cluster well known and at top-of-mind when looking for companies as well as gives the possibility to introduce new companies with new competences, hence frequent communication with BSO personnel gives the cluster secretariat employees the best possible connections to these personnel and allow them to get the latest information on coming projects/orders.

HOW: Generally, the more visits and meetings with BSO personnel the better the relationship. This can be achieved by frequent visits to the BSOs e.g., through ILO meetings and visits with cluster members.

EFFORT: 3.0/5.0

Figure 4: Strong presence / frequent visits to Big Science facilities to create closer relations

— 📄 Direct matchmaking between companies and specific tenders and opportunities

WHY: TenderOverviews send to the cluster members can sometime be overlooked or the companies might not at first glance see a specific tender as an option for them, hence sending a personal message with a direct match between the tender and the company competences can help the company to bid.

HOW: This can be done by reviewing the TenderOverview in a meeting before sending it out and analyzing the competences needed for each tender and matching it with possible cluster members.

EFFORT: 1.8/5.0

Figure 5: Direct matchmaking between companies and specific tenders and opportunities


—  Organization of business trips to/from Big Science facilities / clusters

WHY: It can be very valuable for a company to be able to meet the purchasers and technical personnel at the BSOs (or from other clusters) to get to understand the needs of the BSO but also to be able to present the company to the personnel, hence organizing visits at BSO or from BSOs to cluster members can create great value.

HOW: This can typically be done by the cluster secretariat employees as they have contacts at the BSOs that know them and trust their judgement of relevant companies.

EFFORT: 2.4/5.0

Figure 6: Organization of business trips to/from Big Science facilities / clusters


—  Individual matchmaking between network members

WHY: In addition to making business directly with BSOs it is also of great value for the cluster members to be matched with other cluster members that either have competences that they need or can help support a larger task, hence the good knowledge of the cluster members skills and competences be valuable to match cluster members.
Note that the collaboration between cluster members does not have to be regarding projects or deliveries to the Big Science market.

HOW: This can be done by the cluster secretariat employees either when contacted directly by one cluster member asking for help to be matched with another cluster member or when a tender cannot be handled by a single cluster member and a consortium is needed.

EFFORT: 1.4/5.0

Figure 7: Individual matchmaking between network members

—  Organization of internal and external networking events

WHY: Knowing the other cluster members and members for other networks/cluster can of course be of great value for the companies as this broadens their reach and access to new competences, hence arranging internal and external networking events can be of great value.

HOW: This can be done in many ways by the cluster secretariat and could be internal cluster network meetings, larger network meetings, visits to/from BSOs or common participation in fairs and conferences.

DIGITAL TOOLS: There are many digital tools for setting up and administering events such as Conference manager, Podio (CRM system which can also manage events) or INDICO (free tool made by CERN which can be used by CERN ILOs or can be installed on own server).

EFFORT: 2.0/5.0

Figure 8: Organization of internal and external networking events

—  Matchmaking with international business partners


WHY: Having a broad and international network gained via ILO networks, EU collaboration etc. allows the cluster secretariats to gain access to potential international business partners, hence making it possible for cluster members to participate in match making events with partners they would otherwise not come into contact with.

HOW: This is typically done by making cross-European matchmaking events where cluster members from different clusters inputs competences and needs to a matchmaking-platform on which meeting are then booked. The event can both be in-person and online, depending on the geographical location of the cluster members and on the size and scope of the event.

DIGITAL TOOLS: The main digital tool for matchmaking is B2match (however, it is quite expensive).

EFFORT: 2.2/5.0

Figure 9: Matchmaking with international business partners

–  Political cluster/network lobbying to improve framework conditions

WHY: The success of the companies on the Big Science market of course depends on how easily accessible the market is, how e.g., procurement procedures work and how openly the tenders are published, hence it is of great value that the cluster secretariat employees lobby for the best possible framework for the companies to make business - both at national level and at BSO level.

HOW: On a national level this can be done by being visible as a cluster in the national ecosystem for Big Science as well as the political system and use this visibility and knowledge gained to push for better solutions and working conditions for the cluster member.
On the BSO level this can be done by participating actively in ILO fora at the BSOs and by aligning with like-minded ILOs from other countries as well as being supportive towards the BSO in e.g., helping them develop new procedures, testing new systems etc.

EFFORT: 2.0/5.0

Figure 10: Political cluster/network lobbying to improve framework conditions

Conclusion

The SME cluster services that were found most valuable by the partners cluster members have been made publicly available via the BIGINN webpage: <https://biginn.eu/toolbox/>
A short description on why and how to implement the services have been added to help Big Science clusters to make use of the list.