




SoCool@EU:

“The European Platform of Clusters for Innovative Logistics”

WIRE 2012
Krakow, Poland
4-5 June 2012

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SoCool@EU general information



SoCool@EU

Sustainable Organisation between Clusters Of Optimised Logistics @ Europe

- European project funded under the Regions of Knowledge programme (Grant Agreement no: 287080)
- EC contribution: 2,528,025.36 €
- 3-year initiative (2012 – 2014)



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SoCool@EU Objectives

- Strategic level**
 - SoCool@EU is based on the ambition to create an open European platform for EU excellence in sustainable and competitive supply chains and logistics connected with hubs and gateways.
- Operational level**
 - Foster trans-national cooperation between research driven clusters as well as mutual learning between regional actors.
 - Develop and implement A Joint Action Plan at a European level to increase the regional economic competitiveness.
 - Support the internationalization of the regional research-driven clusters.
 - Mentor regions with a less developed research profile.



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SoCool@EU scope

WHAT


Create an open European platform of excellence in the area of supply chain management and logistics in connection with hubs and gateways.

HOW



Enable research-driven regional clusters throughout Europe to collaborate and exchange experiences.

WHY

Increase sustainability and competitiveness of logistical services and (intermodal) transport operations in Europe.



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Consortium and Participating Third Parties






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Work Packages

Year 1 – 2012	Year 2 – 2013	Year 3 – 2014
M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12 M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12	M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12 M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12	M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12 M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12
WP 1 – PROJECT MANAGEMENT		
WP 2 - ANALYSIS & INTEGRATION OF RESEARCH AGENDAS OF ACTORS IN REGIONAL CLUSTERS		
WP 3 - INITIATIVES TO IMPROVE INTEGRATION: DEFINITION OF A JOINT ACTION PLAN (JAP)		
WP 4 - MEASURES TOWARDS THE IMPLEMENTATION OF A JOINT ACTION PLAN		
WP 5 - SUPPORT ACTIVITIES RELATING TO MENTORING		
WP 6 - DISSEMINATION AND VALORISATION		



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WP2 – ANALYSIS & INTEGRATION OF RESEARCH AGENDAS OF ACTORS IN REGIONAL CLUSTERS

- Objectives**
 - Detailed overview of the state of play per cluster.
 - Identification of stakeholder needs and opportunities for all clusters and partners involved.
 - Identification of synergies and opportunities for all clusters and partners involved.
 - International cooperation strategy.
 - Identify benchmarks and weaknesses which can be used for dissemination and mentoring across Europe.
- Tasks**
 - Statistical analysis
 - On-line questionnaire
 - Cluster expert interviews
 - Meta analysis
 - Interpretation and verification of collected data.



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WP3 – INITIATIVES TO IMPROVE INTEGRATION: DEFINITION OF A JOINT ACTION PLAN.

- Objectives**
 - Definition of a Joint Action Plan
 - Definition of a Business Plan (incl. identification of funding sources for the JAP)
- Tasks**
 - Cluster conference and discussion panels
 - Development of a Joint Action Plan (JAP) that will describe the overall strategy to drive sustainable economic development through research and technological development and innovation activities in the identified portfolios.
 - Development of a Business Plan that will include long term objectives, milestone, activities and funding sources.



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WP4 – MEASURES TOWARDS THE IMPLEMENTATION OF A JOINT ACTION PLAN

- Objectives**
 - Implementation of the Joint Action Plan
 - Development of a platform concept
- Tasks**
 - Breaking down the JAP into an operable project planning system.
 - Definition of a platform concept through knowledge exchange that will include activities such as:
 - Workshops and seminars
 - Executive courses
 - Integration of the platform structure other related thematic European platforms



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WP5 – SUPPORT ACTIVITIES RELATED TO MENTORING

- Objectives**
 - Provide the mentoring region with an exchange platform to help them enrich their knowledge basis, and create and reinforce transnational relationships.
 - Equip the mentoring region with tools and methods to contribute to an efficient and sustainable transport-related economy.
- Tasks**
 - Perform a needs analysis to identify the strengths and weaknesses of the mentoring region.
 - Initiatives to implement mentoring actions directed towards two target groups:
 - Decision makers and public organisations.
 - SMEs and industry partners.
 - Set up an accessible platform for the mentoring region to disseminate best practices.
 - Organisation of company audits in order to identify problems and develop policies.
 - Set up awareness-raising activities on the concept of “green logistics”.



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WP6 – DISSEMINATION AND VALORISATION

- Objectives**
 - Definition of strategy for dissemination of project results.
 - Awareness creation within and beyond the clusters involved, of the project and the JAP.
 - Establish and reinforce relations with decision makers, the industry and with press and media.
 - Validate newly generated knowledge and transfer excellent research and ideas into practice, resulting in innovation that can be applied in the market.
 - Guarantee collaboration and involvement in European cluster initiatives such as the European Cluster Alliance, the European Cluster Excellence Initiative, the European innovation Platform for Clusters (Cluster-IP), and the European Cluster Observatory.



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WP6 – DISSEMINATION AND VALORISATION

- Tasks**
 - Definition of a strategy for dissemination of project results.
 - Development of new and dedicated dissemination tools and channels.
 - Coordination of the establishment and reinforcement of the relations with decision makers, the industry, and the European Commission within each regional cluster.
 - Coordination of the creation of a user group per region.
 - Coordination of seminars, executive courses and organization of closing conference.
 - Collaboration with and involvement in the cluster related projects and initiatives, lunched by the European Commission.



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