



SMART BLUE REGIONS PROJECT CONFERENCE

The role of regions in fostering blue growth

# Clusters as 'drivers' for Blue Growth outside of the Baltic Sea



Berlin, 22.01.2019

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Pole Mer Bretagne Atlantique

#SmartBlueRegions2019

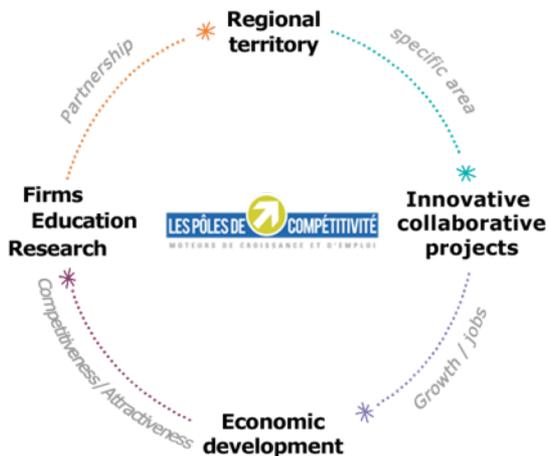
# Outside, but where?



**POLE MER**  
BRETAGNE ATLANTIQUE



# The framework...

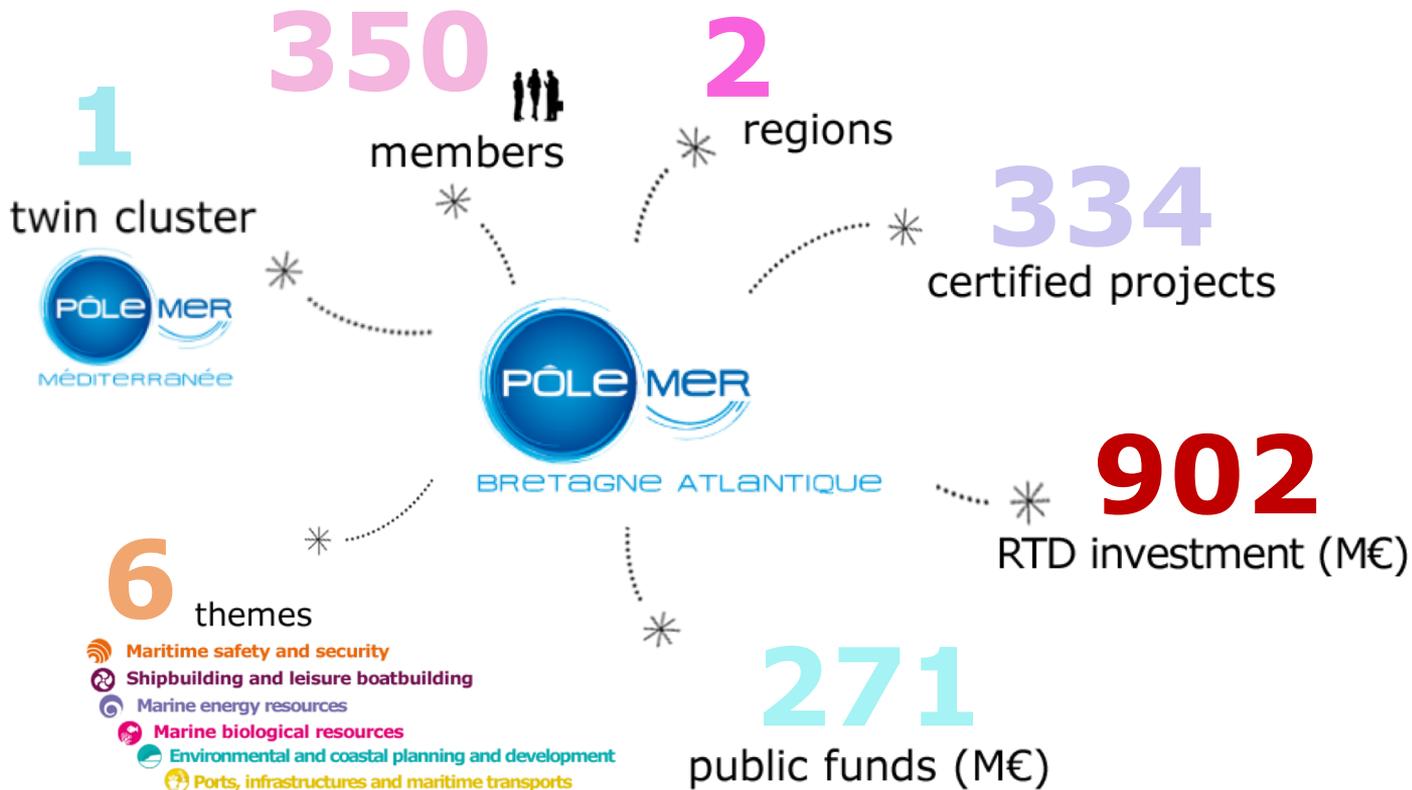


- 71 Competitiveness Clusters in France
  - Marine, maritime,
  - ICT
  - Chemistry
  - Food
  - Automotive
  - ...



Sea  
Innovation  
Cluster

# Main features



# Blue Growth vs our strategic topics/fields



|  |   |
|--|---|
| Sécurité et sûreté maritimes<br>                | Ressources biologiques marines<br>                 |
| Naval et nautisme<br>                           | Environnement et aménagement du littoral<br>       |
| Ressources énergétiques et minières marines<br> | Ports, infrastructures et transports maritimes<br> |

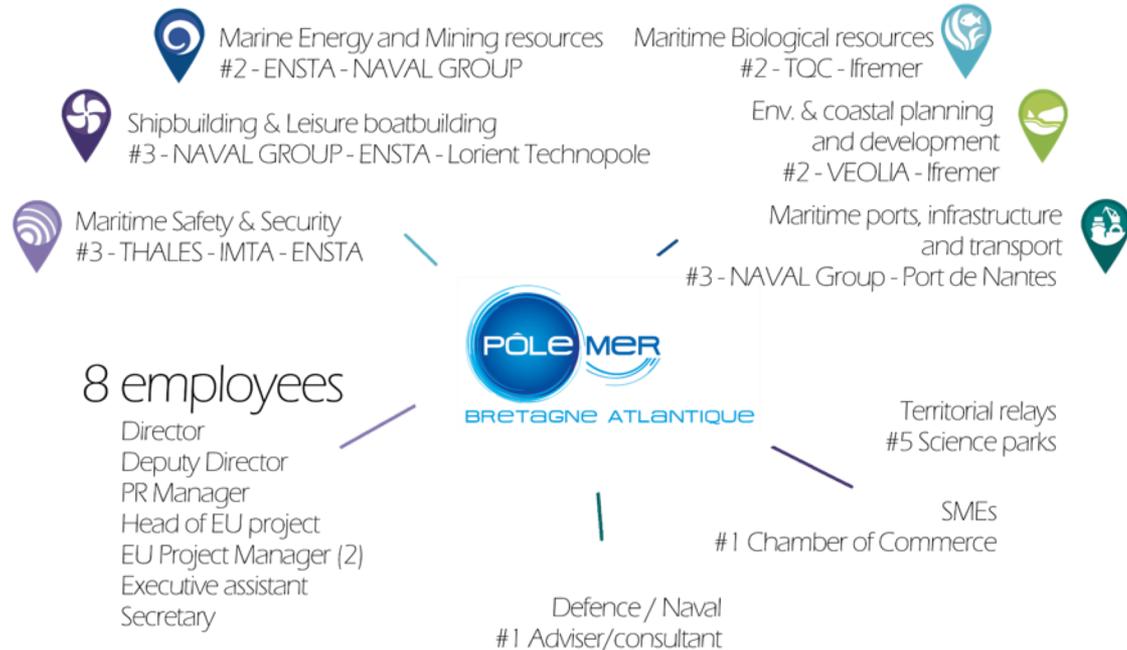
# What we do...

- Promote innovation through R&D collaborative projects**
  - Project management / certification by our board*
  - Networking*
  - Follow up services
  - Expertise: feasibility and economic issues
  - Support to access relevant funding schemes (regional, national and european level)*
  - Event management*
- Internationalisation of SMEs:**
  - Overseas missions: Australia, South Korea, Indonesia, United States, Canada
  - Support for international tradeshows
  - Support for SMEs to access EU funding
  - Interclustering activities
- EU Project involvement:**
  - H2020, INTERREG, ESA... Blue Biotech, Space, Water Quality, Marine Renewable...



# Some specificities... Team composition

24 Staff on secondment



## • Blue day



- Meeting for our members on specific topics (30-50 members)

## • Blue event



- Demo or experimentation (80-100)

## • Happy blue



- Annual General Assembly (400)

## • Blue connection



- Link with our Partner's club

• ...

# Some specificities... *Management*

## Funding Committee

ADEME - energy management agency  
 City councils (#9)  
 ANR - National Research Agency  
 BPI - National Investment Bank  
 Caisse des dépôts - Deposit and Consignment fund  
 Department (#3)  
 Regional Council (#2)  
 DIRECCTE - Regional Enterprise Direction  
 DGA - National Armement Direction  
 SGAR - National representation in Region  
 Ministry for Environment

**1 coordination meeting / month**  
 Discuss and approve funding for certified projects

## Boards of Directors

4 groups (elected)  
 Major Groups (Roulier, Creoccean, Naval Group, Thales...)  
 SMES (Geps Techno, Nass & Wind, Quiet Oceans, NKE...)  
 Research Centres / Universities (Ifremer, ENSTA, IMT Atlantique...)  
 Professional Organisations (CCITBI, TOC, Atlanpole...)

**1 board meeting / month**  
 Certify R&D projects, manage (strategy)

## Steering Committee

Selected members from the board +  
 Direction staff  
**1 meeting / month**  
 Manage (operationally)

## General Assembly

All members  
 Major Groups  
 SMES  
 Research Centres / Universities  
 Professional Organisations  
**1 meeting / year**  
 Showcase, validate functioning, Board election

## Strategic Orientation Committee

Selected members from the board +  
 Direction staff + External guest  
**1 meeting / year**  
 Provide recommendations to the board



# Some specificities... 'Club Partenaires'



BRETAGNE ATLANTIQUE  
CLUB PARTENAIRES

- **Partners interested in the maritime sector**

- *Bank*
- *Insurance*
- *Media*
- *Lawyer*
- ...

- **Benefits:**

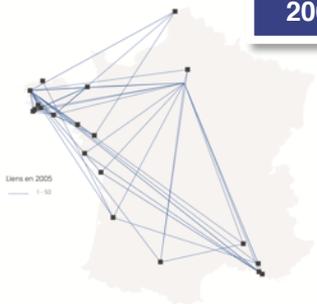
- *Dedicated contacts*
- *Specific services*
- *Investment*
- *Loan*
- *Visibility*
- ...



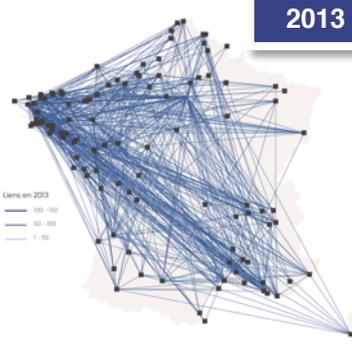
# OUTPUTS...

- Links through Collaborative projects

2005



2013



- Indicators – Internal annual survey ‘SME barometer’

✓ Five years monitoring of 30 SMEs that were involved in R&D projects

*Overall and on average:*

**+74 % of employees**

**+ 34 % of turnover**

**+ 38 % of turnover overseas**

**Significant increase: equity and R&D tax credit**

# OUTPUTS...

- Success stories

## TMS

*Superfast communications terminal for use on board ships at sea*



Budget : 2.5 M€

Funding :  
FUI

Brittany Regional Council  
 Department council (29)  
 City Council (Brest)

Berlin, 22.01.2019



#SmartBlueRegions2019

# INSTITUTIONAL RELATIONSHIP...

## • Brittany and Pays de Loire



Signed contract/agreement (three party PMBA – region - state)



Involvement in our Strategic Committee (yearly)

Involvement in project funding (monthly)

Seminar for completed projects (yearly)



Involvement RIS3, Specific maritime Working Group, Maritime policies & strategies

# INTERCLUSTERING

- **A core network...**

- MSE
- Forum Oceano



- **...With significant collaborations worldwide**

- Blue Tech Cluster Alliance (> 10 clusters and 8 countries)

Work together where respective members can share information, collaborate on research and development initiatives, and jointly pursue business development opportunities.

<https://www.bluetechclusters.org/>

- **EU activities**

- PCN
- Copernicus relays
- Expert / evaluator

# Collaborations

- *(existing)* **BANOS CSA Baltic and North Sea Coordination and Support Action (BANOS CSA) 'Towards a Baltic and North Sea research and innovation programme'**
- **All topics related to marine and maritime innovation**
- **Applications of satellite data for maritime purpose**
- **AI and marine analytics**
- ...

# Thank you!



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