

## **UPSIDE Consortium Represented by CyberForum at Cluster Matchmaking Event in Brussels**

The cluster matchmaking took place on 20 October 2014 in Brussels and gathered over 100 cluster managers, coming from 18 EU countries and from Turkey and Serbia. The large-scale event with the aim to foster cooperation between European clusters was organised by the European Commission's Enterprise and Industry Directorate-General in the framework of the European Cluster Conference 2014.

During the matchmaking event, 80 clusters took the unique opportunity to explore possible common areas of interest for transnational cluster cooperation and market possibilities for their SMEs. For this purpose, 170 cluster-to-cluster (C2C) meetings were organised generating great interest and scope for future cluster cooperation. The DG Enterprise and Industry of the European Commission supported strongly this event in the framework of an initiative promoting international cluster cooperation for SMEs, recognizing the opportunities that can be reached by cluster collaborations. CyberForum attended the matchmaking event not only as a cluster, but also as leading representative of the UPSIDE project, exploring synergies and future cooperation opportunities for the consortium.

Participants of the matchmaking event had further networking possibilities within the fourth European Cluster Conference 2014 held in the same venue in Brussels on October 20th and 21st, 2014. The conference addressed the role of clusters in support of SME growth, industrial renewal and regional structural change and competitiveness and thus put emphasis on the importance of projects like UPSIDE. More than 340 cluster stakeholders from across Europe discussed the latest trends and challenges for modern cluster policies and worked together to identify priority areas for a new European Cluster Strategy for Growth. "This conference marks the beginning of a process that will review, and reflect on, the changing role of clusters in today's globalised economy", said M. Baldinato, Member of the Cabinet of Nelli Feroci, Commissioner for Industry and Entrepreneurship, in his welcome address. He summed up the ambition of the new cluster strategy as "positioning clusters as integrators across policies, sectors, regions and borders". For more information see [www.clustercollaboration.eu](http://www.clustercollaboration.eu).

### ***About UPSIDE***

The project UPSIDE – User-driven Participatory Solutions for Innovation in Digitally Centred Eco-Systems aims at delivering economic and societal benefits by fostering the emergence and development of User-driven Participatory Solutions for Innovation in Digitally-centred Ecosystems. The project aims at promoting the development of cooperation frameworks and synergy linkages between research, innovation activities within companies, urban development policies and open user-driven innovation ecosystems "which are close to the interests and needs of cities and their



stakeholders, including citizens and businesses, and which may bridge the gap between short-term city development priorities and longer term technological research and experimentation.”<sup>1</sup>

### Project Facts

Project Acronym: UPSIDE

Project Title: User-driven Participatory Solutions for Innovation in Digitally Centred Eco-Systems

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Project Type: Coordination and supporting actions

Project Duration: 36 months from 01.07.2013 – 30.06.2016

Budget: €2,791,323 (total, EC Funding: €2,601,967)

Web: <http://www.upside-project.eu/>

### Project Partners

- CyberForum e.V. (LEAD partner / coordinator)(Germany)
- Wirtschaftsförderung Karlsruhe - Economic Development Department Karlsruhe (Germany)
- inno AG (Germany)
- Stiftelsen Elektronikcentrum i Kista (Sweden)
- Baltic Innovation Agency OÜ (Estonia)
- Tartu City (Estonia)
- E-Zavod (Slovenia)
- Mestna Obcina Maribor / City of Maribor (Slovenia)
- Samenwerkingsverband Regio Eindhoven (The Netherlands)
- Technische Universiteit Eindhoven (The Netherlands)
- Living Labs Global (Denmark)
- Bevel (Sweden)
- Interactive Institute (Sweden)
- Stockholm University – eGovLab (Sweden)

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<sup>1</sup>

Hans Schaffers et al.: Smart Cities and the Future Internet: Towards Cooperation Frameworks for Open Innovation. SpringerLink.com



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