

INTERREG III C - STRATINC

COCOM **Date: October 27-28** **Location: Metz**
Scientific Board **Date:** **Location:**
MINUTES OF THE MEETING

Organisation: Conseil Regional de Lorraine, leader of the project

Participants:

The kick off meeting has been held in Metz, in the leader's premises.

List of participants

Firstname	NAME	ORGANISM	Date: October 03
Michael	GUTH	ZENIT	27 / 28
Susanne	JAKOBS	ZENIT	27 / 28
Ann C.	KROGH	Oslo Teknopol	27 / 28
Martine Lien	ENGERUD	Oslo Teknopol	27 / 28
Knut	HALVORSEN	Oslo Teknopol	27 / 28
Joan	BAEZ	Mancomunidad North Tenerife	27 / 28
Luis	OSWALDO AMARO	Mancomunidad North Tenerife	27 / 28
Jose Vicente	GONZALEZ HERNANDEZ	Mancomunidad North Tenerife	27 / 28
Esteban	PELAYO	Murcie Regional Development Agency	27 / 28
Nikos	KOMNINOS	Region of Central Macedonia	27 / 28
Isidoros	PASSAS	Region of Central Macedonia	27 / 28
Dominique	LORRETTE	Regional Council of Lorraine	27
Pauline	MAUJEAN	Regional Council of Lorraine	27
Catherine	QUINTALLET	Regional Council of Lorraine	27
Pierre	BOURGOGNE	Regional Council of Lorraine	27 / 28
Isabelle	LETELLIER	Regional Council of Lorraine	27 / 28
Mireille	LACAVE ALLEMAND	Lacave Allemand et associés	27 / 28
Matthieu	LACAVE	Lacave Allemand et associés	27 / 28
Arturo	MENENDEZ	Idetra	27 / 28
Bertrand	CAHUET	CEIS	27/28
Laurence	COIGNARD	CEIS	27/28
Hervé	VAN OOST	CRITT BOIS	28

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1. Partner's expectations

The first point on the agenda: presentation of the partners and their expectations:

- Murcia: a final and effective product (PSIP)
- Oslo: strengthening partnership between SMEs and local innovation actors and creating a cluster building effect
- Central Macedonia: a clustering approach
- North Rhein Westphalia: a clustering and intelligence approach, strengthening competitiveness and innovation capabilities of SMEs + sectoral applications on new materials linked to biotech and health
- Tenerife: to work on wine sector + exchange of experiences + explain to SMEs what is Strategic Intelligence and its importance for them.

Key words on STRATINC Project: expression of expectations from the partners

<ul style="list-style-type: none"> - Community of interest - Mutual identity 	<ul style="list-style-type: none"> - Co-opetition - PSIP and Creation of Clusters - SMEs competitiveness
<ul style="list-style-type: none"> - Social engineering - Political engineering - Interregional learning process 	<ul style="list-style-type: none"> - Raising awareness of information challenges - Value added information - Quality of information
<ul style="list-style-type: none"> - Future thinking/Foresight - Sustainable innovation opportunities - Sustainable institutional building 	<ul style="list-style-type: none"> - Territorial attractiveness
Dissemination towards SMEs, intermediaries, political level, European level (European professional associations)	

2. Presentation of the STRATINC project by the leader: state of the art of the activities

2.1. Stratinc Presentation, by Pierre Bourgogne

- Overall aim: Improvement of the strategic dimension of clusters
- Specific objectives:
 - identification of the collective needs for Strategic Information (surveys)
 - awareness of the importance of the long-term dimension
 - co-opetitive attitude (co-opetition)
 - identification of methods/tools/practices within clusters
 - strengthening innovation and competitiveness
 - fine-tuned experimentation at local level (PSIP)
- Outcomes:
 - Development of clusters or support for creation of potential clusters
 - Collective profiles of information needed by cluster
 - Real-size demonstration (PSIP)
 - Business plan for PSIP continuation and sustainability
 - Interregional partnership
 - Methodological Guide Book
 - Innovative regions (or “knowledge regions”)

- Discussion on the results expected: **4 expected results**
 - SI applications in 5 different sectors
 - resolve this issue: how to pass from the sectoral level to a customisation for SMEs
 - common platform using ICT tools
 - SI methodological guide for the SMEs and for the policy-makers

2.2. Discussion on the surveys implementation : sample and questionnaire (next step)

- Each region is responsible for a sectoral survey: Lorraine = wood, Oslo = biotech/health, Central Macedonia = ICT, Murcia = agrofood, Tenerife = wine sector, NRW = new materials related to biotech and health sector
- The survey requires: a qualitative approach and analysis of SI SMEs needs, and involving the SMEs interviewed in the project and in the PSIP concept

The partners agree on:

- Around 30 regional companies interviewed for each sector
- Selection of companies by the region responsible of the sectoral survey
- Common guidelines for the questionnaire - at the same time, flexibility and adaptability

3. Presentation of the SI System in the wood sector in Lorraine

3.1. DECILOR by Pierre Bourgogne

- In Lorraine: 30 centres supporting SMEs, of which 10 Technological Centres
- DECILOR is a territorial system of Strategic Intelligence and has a clustering approach. It allows the confrontation between external information (watches and studies) and internal information owned by each SMEs (human resources, know-how, etc.)
- 5 million €budget, 71 pioneer enterprises (at the meeting date, over 100 before the end of 2003)
- Sectors: wood, metal works, medical services, pharmaceutical/biotech, logistics
- Content: information on technologies (new technologies, new products, patents), commercial information (Competitor, Customer, Supplier), general information (management, training, financing, regulations/laws)
- Sources of information: public information on internet databases, networks of experts, papers
- End of the implementation phase: march 2004
- Challenge: building clusters

3.2. CRITT Wood and EPINETTE, by Hervé Van Oost, responsible for CRITT

CRITT Wood

- 3 poles: Organisation of productive systems / Products and process development / Industrial animation and strategic watch
- 3 roles: providing information to SMEs (through Epinette, Decilor, Sycolor) / providing technical services (training, studies, etc.) / technology transfer (new technologies validation, development, etc.)
- CA: 1 million € 16 permanent workers, 200 SMEs
- New evolutions:
 - The CRITT was mostly a technology oriented structure, it is now setting-up production organisation and strategic watch activities.

- SMEs from other sectors are interested in working with SMEs from wood sector, through the CRITT.

EPINETTE & SYCOLOR

- EPINETTE is the web platform of the CRITT Wood: it opens the CRITT databases to the SMEs. It is a tool for the SMEs and for the CRITT
- Main Contents: technological watch, technical issues, business area (calls for tenders), news, employment and trainees/internships, etc.
- Modality:
 - Annual fee: 100 euro, 80 SMEs paying, 150 connections per month
 - Push Fonction
 - Budget: 150 000 euro since 2 years (salaries included)
- Evolutions expected:
 - Becoming a real useful work tool for SMEs
 - More personalised space for the SMEs
 - European dimension
- EPINETTE vs DECILOR: Epinette is a supplier of information but has no strategic approach.
- SYCOLOR is a pilot project of collaborative web platform aiming at:
 - gathering SMEs in order to allow common applications to call for tenders
 - sharing innovation management resources
 - sharing management tools

4. The PSIP: Discussion, Conception

4.1. Discussion on DECILOR and EPINETTE

Key issues:

- A PSIP is a tool for strengthening the co-operation between SMEs where a cluster is more or less organised: it is facing the needs of intermediaries
- DECILOR has demonstrated that trust between SMEs and the intermediaries is a basic principle
- The new challenge is how to make it essential for SMEs, due to the usual practices of the SMEs of direct contacts:
 - A balance between digital communication and personal communication is needed.
 - EPINETTE collects and manages information, its staff has to decide what to do with it; processing information and adapting it to the SMEs demand is supposed to be done through a direct contact with SMEs
- Another aspect is the control of the information: as EPINETTE is backed by CRITT, a large part of the information included in the server comes out from the SMEs of the wood sector. In addition, the CRITT information should be validated and analysed through a school of engineers and research labs which are part of the CRITT network
- Confidentiality: this is an issue to face, solved by a clause of the employment contract. If required the CRITT can use a confidentiality contract model

4.2. PSIP Concept Presentation: discussion animated by Pierre Bourgogne

- STRATINC is opened to providing a large range of experience to the partners for experimenting their own way of running a PSIP, using a common methodological framework. By the way, DECILOR does not constitute a model but offers an experience

Key issues:

- PSIPs have to provide strategic information
- They are a tool for stimulating the cluster building process
- One question to be solved: do the partners should work on one single PSIP or on 5 different PSIP, as it is foreseen in the proposal ?
 - No answer for the moment, it will depend on the surveys and on the costs of the SI tools
 - Decision will be contemplated by June 2004
- Discussion and Key words regarding the PSIP concept:

Wishes	Contents(guidelines)
- User friendly - Attractiveness & operational character - Simplicity	- Technical information - Market trends information - Strategic issues in each region
- Flexibility	- Norms and regulations
- Customisation	- Suppliers database (providers, market, technology): all the value chain of the cluster
- Sharing of knowledge	- Information on the ways of participating to EU programmes
- Pathfinder toward innovation	- Relationship with EU support networks (IRC, IRE, etc.)
- Efficiency and reliability	- PSIP's public access during the project's implementation
- Cost effective	- Calls for tenders
- Permanent evolution	- Subsidiarity
- Cross-cultural and cross-sectoral	- Language (which ?)

5. The Scientific Board Activities: questions and solutions

- Role within the Stratinc Project:
 - validates the contents of surveys, studies, outputs of seminars and workshops
 - provides external vision
 - provides recommendations (foresight, strategic issues)
 - provides input to the methodological guide book
- Composition: 5 people
 - List of proposed members: J.del Castillo, P.Formica, M.Guignot, M.C. Laubenheimer, P. Pommier, S.O.Remoe, M. Vivant
 - Additional list of proposed members: C.Merino, P.Bertacchini, M. Raison

To be done:

- Before end 2003, the partners have to select the SB members
- At the Oslo meeting, it will be decided if the 2th Scientific Board meeting will be held during the Thessaloniki or the Tenerife meeting

6. Decisions and agreements achieved during the kick off meeting:

6.1. Monitoring and co-ordination activities:

a) Databases: information to be sent to the leader

Database of the Contacts: staff, SMEs, intermediaries, etc.	Before end of November 2003	All partners
COCOM Members (right name, contacts)	Before end of November 2003	All partners
Local Steering Committee and Local Working Group members (right name, contacts)	Before end of November 2003	All partners
Scientific Board final selection	End December 2003	Leader

b) Common framework:

Intranet: URENIO will host the Intranet on the Verite website:	End November – beginning December 2003	Urenio - Central Macedonia provides information on feasibility conditions
LOGO:	15 th December	All partners send proposals to LP by end of November
List of deliverables expected with a short description of the activities to implement, who do what (responsibilities), calendar and location	End November 2003	The co-ordination unit (Leader + Co-ordination consultant)
Financial information sheets and implementation sheets, to be sent to the leader	December 20. 2003	All partners
1 st Progress report to be filled and sent to the leader	End December 2003	All partners

c) Specific issue:

Letter to the European Commission concerning the starting date of the contract: July the 1 st or October the 1 st ?	November 2003	Leader
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6.2. Surveys:

Collect the existing questionnaires for SME surveys – to be sent to the leader	November 15 th 2003	Leader and all partners having such a questionnaire
Guidelines for the questionnaire	Mid - December 2003	Leader
Final questionnaire ready	January 10 th , 2004	Leader
Sample of SMEs: 30 SMEs	January 2004	All partners
Beginning of the sectoral surveys	February 2004	All partners
First discussion on surveys at COCOM 2 Oslo	May 2004	All partners

Final discussion on surveys at COCOM 3 Thessaloniki	September 2004	All partners
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6.3. COCOM 2 in Oslo:

COCOM 2	May 2004 or beginning of June 2004	Oslo Teknopol
Working paper on the profile of PSIP: functions, contents, costs, options.	End March 2004	All partners
Participation of experts of SI Platforms	???	All partners
Discussion about surveys in progress (Biotechnology/Health Sector) and the PSIP profile	May 2004 or beginning of June 2004	All partners

- COCOM 3, 4, 5 (Thessaloniki, Tenerife/Murcie, NRW) will be dedicated to the PSIP: benchmark of software tools, design of the PSIP, methodological guide.

6.4. Dissemination:

Logo STRATINC	December 2003	Leader
A press release of the kick-off meeting will be sent to the partners	End November 2003	Leader
Dissemination through Verite website	End November	All partners

7. Timeschedule of the activities agreed until next COCOM meeting

	nov-03	dec03	janv-04	feb04	mars-04	april04	may04	une04	july04	aug04	sept-04	Oct 04	Resp.	Assisted by:
1. Coordination Activities														
Composition of COCOM, LSC and Local working group													All	
Listing of Deliverables													Lorraine	Coordination Consultant (CC)
Financial and implementation sheets													All	Financial Dept.
SB members selection													Lorraine	All
1st Progress report													Lorraine	Financial Dept.
Interim report year 1													Lorraine	CC
2. Surveys														
Questionnaire													All	SB
Sectoral surveys													All	
3. PSIP Conception: Working Paper on PSIP Profile													Lorraine	CC
4. Dissemination activities														
Press release													Lorraine	
Verite /Stratinc Intranet													Central Macedonia	
Logo													Lorraine	All

COCOM 2 / COCOM 3

