



# NEWSLETTER #1

EU ACCELERATION PROGRAMME FOR EU CLUSTERS:  
EMPOWERING TODAY FOR A SUSTAINABLE FUTURE

## EMPOWERING CLUSTERS FOR THE GREEN TRANSITION

**Climate change and environmental degradation** are giving Europe a serious headache.<sup>1</sup> To manage this, Europe needs accelerate the implementation of EU Green deal and to become a smooth, resource-saving, and highly competitive economy with zero greenhouse gas emissions. Clusters will be the superheroes here, connecting local efforts with EU-wide policies. Public authorities and businesses should join forces to craft smart environmental policies tailored to different industries?



Clusters need to lead the charge in creating circular economy strategies, inspire green entrepreneurship in small and medium enterprises (SMEs), and foster European green innovation alliances. Boosting green-tech firms will help show off the perks of going green. Clusters should help SMEs and startups use their collective brainpower to tackle challenges and embrace change.<sup>3</sup>

To match skills with business needs, clusters must play a key role in local job markets, supporting social and eco-friendly innovations. They can identify and implement initiatives that benefit communities and address local issues.

### Sources:

1 [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

2 <https://clustercollaboration.eu/sites/default/files/2022-01/Cluster-business-models-fit-for-accelerating-the-twin-transitions.pdf>

3 <http://circularpp.eu/wp-content/uploads/2019/11/Clusters-in-Circular-Economy.pdf>





## BENEFITS FOR CLUSTERS

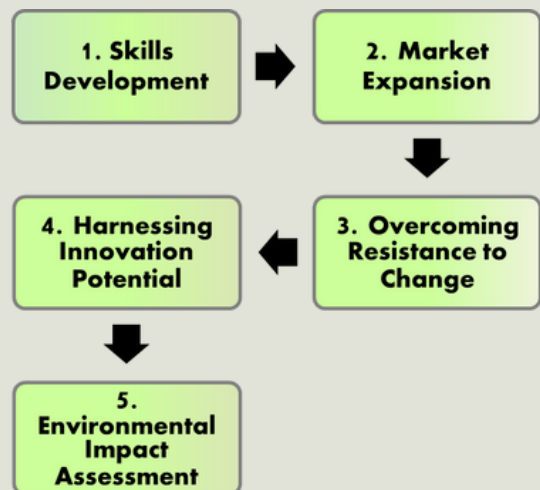


The ENDURANCE project aims to create a special accelerator program for EU clusters and help SMEs and startups transition to a green and digital future.

Through thorough research and feedback from EU clusters, the project will outline four main scenarios with a step-by-step intervention guide. This guide will provide the essential knowledge, strategies, skills, and practices needed to push the green transition for EU clusters.

The **ENDURANCE** accelerator programme will be a great way for SMEs and startups to get up and running quickly.

The consortium did several SWOT (that's strengths, weaknesses, opportunities, and threats, for the uninitiated) analyses to map out the steps and strategies for each scenario and hurdles tied to green policy and the green deal. This deep dive helped us find a common ground, which boiled down the four themes into five key areas





## THE PROGRAM WILL FEATURE THE FOLLOWING INTERESTING SCENARIOS:

- **Entrepreneurship and innovation for sustainability.** Boost education for cluster managers, SMEs, and startups to embrace sustainable and circular business models. The goal? Get everyone on board with green and circular business practices. Foster design thinking and creativity among cluster members. Make clusters, SMEs, and startups extra proactive about following regulations to ensure sustainability.
- **Cross-collaboration.** Inspire SMEs and startups to look beyond their usual business bubbles. Entrepreneurs do not need to know it all, but they do need to mingle. Cluster managers can help with this. Scaling through teamwork is a smarter way to build successful business models. Hone the skills to spot and connect with the right partners beyond the usual suspects. Build trust with startups and SMEs. Stay open to new opportunities, partners, and ideas, from local startups to international cluster networks.
- **Digitalization for the Green Transition.** Spread the word about the tech making the digital transition happen. Help companies see how digital technologies fit into their own growth. Show them how these technologies can support sustainable practices and boost circular economy efforts. Provide tools and strategies to demonstrate the economic, environmental and social benefits of adopting these technologies for more sustainable processes.
- **Circular systemic solutions.** Offer training materials that link systems thinking, system change, and the green transition. Level up with knowledge on developing and managing circular ecosystems. Hand out tools and strategies to roll out circular systemic solutions.

**Stay tuned for more inspiring stories in the next news  
from ENDURANCE!**

**Together, we can create a sustainable future!**



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