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CLUSTER
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The activities of the project are divided in five Work Packages:

WP 1: Cross-border Project Management and Coordination

WP 2: Communication and Dissemination

WP 3: Mapping of the Industrial Clusters

It aims at mapping the industrial clusters of the nautical sector, including all the subcontracting productions of part and process. The main objective of the mapping activity is the creation of a common and trans-border database which will collect the relevant information regarding the clusters located in the project area. The database will be accessible to the public through a specifically created web site.

WP 4: Organisation of Brokerage Events among Clusters

It deals with the organization of three *business to business* events that will be held in Italy (Veneto and Marche regions) and in Croatia in order to create cooperation opportunities for the participants and contribute to increase the competitive potential in target areas. During the B2B events, also *business to credit* meetings will take place to increase the awareness of companies and SMEs regarding the financial tools available and to spot other funding instruments. Moreover, two inter-cluster events will be organized to improve the dialogue and a better understanding among them.

WP 5: Development of Pilot Actions

Its main objective is the promotion of technological transfer and competence exchange regarding nautical processes and products through the



development of pilot actions. These will include: a demonstration of the use of green innovation technologies on watercraft through the reproduction of specifically created videos on a typical Adriatic historical boat, the "Trabaccolo", that will travel across the Adriatic Sea to take part in the events organized within the project; three cluster animation meetings; the development of a nautical supply chain, focused on eco-design and eco-process for environmental impact prevention upgrading of waste recycling; the establishment in Pola (Croatia) of a centre for the incubation of new start ups; the feasibility study for the creation of a river mini-marina in Serbia in accordance with the EU standards and with focus on environmental protection and the transfer of marina related know-how.

Which is the target of Cluster Club

The project is addressed to SMEs clusters of the Adriatic area, but also other types of entities will be involved in the different promoted actions: institutions, agencies, business associations, innovation centres, educational institutions, etc.



CLUSTER CLUB is a project co-financed within IPA Adriatic Cross-border Cooperation Programme. The project is aimed at supporting the acceleration of the creation and the reinforcement of clusters systems of the nautical and shipbuilding sectors, with particular reference to SMEs. The project will enhance the improvement of the innovation possibilities of territorial and productive systems through cooperation, business opportunities and market research.

To reach these aims, the transborder partnership, composed of fifteen partners from six different Countries, will analyze the existing clusters through a mapping and the identification of the merchandising sector connected to the nautical productive chain, with particular attention to wood, mechanics, plastic, rubber, metal and textile of the project area. Moreover, the partnership will promote the exchange of best practices and experiences, the entrepreneurship cooperation and business scouting actions. Matchmaking events between companies and research centres in different Countries are foreseen. In addition, specific actions of promotion will be implemented in order to support enterprises of the traditional craft sectors linked to shipbuilding.