

## **MATERIALIX**

### **Strengthen cluster management excellence along the industrial new materials value-chain**

Grant Agreement N° 696673

#### **Call for Expressions of Interest for Subcontractors**

#### **MATERIALIX Training Activities**

European Call for

“Preparation and deliver of training program for cluster management  
excellence”

Date of publication: 04<sup>th</sup> July 2016

## 1. Preamble

The MATERIALIX project addresses the challenges listed on the Programme for the competitiveness of enterprises and small and medium-sized enterprises (2014-2020) – COSME – that aims to promote growth and to strengthen the competitiveness and sustainability of enterprises in the European Union. Therefore, the project is consistent with the EU efforts to strengthen cluster management excellence in the EU, as established on the Call for proposals "Cluster Excellence Programme" COS- CLUSTER- 03-04, launched by the Executive Agency for Small and Medium-sized Enterprises (EASME).

In line with the objectives set for this call, and specially addressing one of Europe's most challenging and competitive activity sector – materials' industry -, MATERIALIX's main goal is to strengthen cluster management excellence specifically in the field of industrial new materials, as a way to provide more professional business services to European industrial SMEs in through clusters and therefore contribute to the development of world-class clusters in the EU in this field.

Specifically, MATERIALIX gathers a group of 4 cluster management organizations and business networks, from 4 different countries, and each one mainly focused on different but complementary activity sectors which are facing similar challenges, allowing a full coverage of the entire value chain of "clean technologies and green materials". At the end of the project, hundreds – if not thousands – of SMEs in the fields of new and renewable materials, recycling / reused materials, renewable energy systems, high efficiency building and construction, green transportation systems & components, water and air treatment systems and waste management & recycling will receive more professional business support services from their respective cluster organization / business network.

As such, MATERIALIX strategic objectives are:

- a) To improve the management practices and competitive advantages of the 4 clusters / business networks involved in the proposal, both individually and as a collaborative "meta-market-cluster" covering the full supply chain of "clean technologies and green materials".
- b) Expand and improve the range of top quality services provided to cluster / business networks members and in particular SMEs, especially on integrating creativity into their business, facilitating SMEs internationalisation, better exploiting and diffusing Key Enabling Technologies (KETs), assisting SMEs on IPRs protection and further addressing resource-efficiency issues within their cluster.
- c) Set up the basis for the development of a new, world-class "European market cluster in clean technologies and green materials" made by the 4 organizations, and initiate the steps towards the benchmarking of this transnational cluster. The transnational cluster will in fact, play a major role in the internationalization of the European sector of clean technologies and green materials once it will enable a more effective and fruitful cooperation between European SMEs and other international ones in the same field.

As part of its approach and methodology, the consortium agrees in the relevance of recruiting the most competent experts providing trainings for cluster managers on issues relevant to cluster excellence. Thus, the recruited experts are expected to coordinate and deliver a specific training programme adapted to the individual and collective needs of the 4 partners.

## **2. Contracting Organisation**

### **2.1. Name and addresses**

Associação Pool-Net – Portuguese Tooling & Plastics Network (to act on behalf of the Materialix Consortium)

Edifício OPEN, Zona Industrial, Rua da Bélgica, Lote 18, PO BOX 78  
2431-901 Marinha Grande, Portugal

E-mail: [info@eu-materialix.com](mailto:info@eu-materialix.com)

Internet address (es): [www.eu-materialix.com/](http://www.eu-materialix.com/) [www.toolingportugal.com](http://www.toolingportugal.com)

### **2.2 Contact Person for the Materialix project**

The contact person for MATERIALIX project is:

Mr. Rui Tocha, General Manager

e-mail: [info@eu.materialix.com](mailto:info@eu.materialix.com)

## **3. Registration procedure**

The objective of this call for expressions of interest is to identify a list of subcontractors candidates who shall be invited to submit a tender for training services.

Expressions of interest should be submitted in English through the Annex I by electronic means at the following address: [info@eu-materialix.com](mailto:info@eu-materialix.com). **The deadline for submission the Expressions of Interest is 11<sup>th</sup> July, 17 hrs Central European Time.**

After that, and under a Direct award Procedure according the Portuguese Public Contracts Code – hereinafter referred to as P.C.C., the contracting organisation will invite directly the subcontractors and send to them the Invitation to Tender and terms of reference relating to the contract in question.

## **4. Subject of the Contract: Training Services for cluster management excellence**

## 5. Materialix Training Programme

The experts to be recruited are expected to:

### a) Design the Training Programme

The Design of the Training Programme must take place between October 2016 and December 2016.

The MATERIALIX Training Programme is divided in 6 Modules, widely accepted as critical for achieving the project results, namely:

- *Cluster Economics*
- *Industry Analysis and Segmentation*
- *Value Chain Analysis*
- *Change Management*
- *Cluster Organization Management*
- *Transnational Cluster Management*

The experts to be recruited must select the main subjects / topics to be addressed within each of the 6 modules, taking into consideration the major results of the benchmarking exercise previously performed by each of the 4 clusters (which, in its turn, will highlight the main weaknesses of each partner considering the cluster excellence's standards).

Furthermore, the experts will be responsible for developing every support material to be used during the Training Programme, which must include materials prepared in the framework of the European Cluster Excellence Initiative as well as new, purpose built material and case-studies.

### b) Create a flexible methodology for delivering the Training Programme

The experts are expected to create a two-fold methodology combining a theoretical and practical approach allowing attendees to learn about real solutions to real problems.

Moreover – and as previously mentioned – the study and analysis of relevant case studies is highly valued and must be addressed. The consortium already identified 5 possible case studies, but those are purely indicative and the experts are welcome to present others that may consider more appropriate and suitable to the clean technologies and green materials.

#### Indicative Case Studies

1. "Finland and Nokia"
2. "Avocado Valparaiso"
3. "Zara and Catalan Textile"
4. "Geothermal cluster in Iceland"
5. "Oil Drilling in Soderlandet"

### c) Deploy the Training Programme

The deploy of the Training Programme must take place between January 2017 and September 2017. A minimum of 6 training sessions must be delivered.

Notwithstanding the above, a regular monitoring and support has to be provided to the cluster managers during the entire period for the deploy of the Training Programme.

Additionally, each session, the winning contractor must hand in all documents / materials prepared with regards to the training sessions. These documents / materials are property of the MATERIALIX Consortium.

**6. Type of Procedure: Direct award – normal regime Procedure** (according article 20 (1) (a) of the P.C.C.).

#### **7. Base price of the procedure**

The estimated maximum value of the contract is 40.000 € (forty thousand euros) net of VAT. This value Include all costs related the service, namely travel costs and subsistence allowances.

#### **8. Duration and Timeframe**

The service will be implemented during 12 months.

Start of the contract implementation is expected on 1<sup>st</sup> October 2016 and termination is expected on 30<sup>th</sup> September 2017.

**Annex I - Information concerning the Expressions of Interest for Subcontractors (word doc)**