Catalogue on available online modules

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1 Publishable Summary

The aim of this document is to present the catalogue of online courses for cluster manager, which have been identified as interesting for the EXCITE project partners and other European clusters.

This task is responding to the following objectives:

- *Develop the necessary skills for excellence in cluster management, in particular with regard to scale-up activities and digital services.*
- *Uptake transversal facilitating skills for promoting high quality services to their members.*
- *Identify and transfer good management practices both in their daily activities and new potential services to promote business acceleration and scaling up.*

That is why we have published this online catalogue, accessible through this link - it consists in an open, online document for any cluster interested to have their staff trained to cluster management and transversal skills. This document will be updated within the project lifecycle and beyond by GAIA with the inputs received from the EXCITE project partners.

Different communication channels will be used to share this catalogue in different networks, such as websites, newsletters, social media or ECCP platform.

A first version of the catalogue was shared by GAIA and the project partners provided inputs to update and complete the catalogue.

2 Introduction to the project

EXCITE aims to strengthen cluster management and facilitate exchange and strategic partnership between cluster staff and cluster members by using the ClusterXchange mobility scheme. ClusterXchange is a new pilot project to promote short-term exchanges to better connect industrial ecosystems in Europe. The project will focus on skills, processes and services related to digital transformation - both in terms of the cluster organisation itself and its members, to be able to support them in successfully accessing global markets.

One of the objectives of the project is to improve skills of staff of all the participating clusters to improve cluster management weaknesses and the digital skills of the people involved in the EXCITE project member clusters. That's why the selection of trainings available in the Catalogue was based on the identified challenges faced by the EXCITE cluster partners, which were described in the internal strategy analysis carried out by SCS cluster. Nevertheless, the Catalogue is publicly accessible and can be used by any European clusters in need for skills improvement of their teams.

Practically, this Catalogue consists in a database gathering the most interesting online resources accessible for clusters where any cluster might select relevant trainings for their staff and management teams.

All partners of EXCITE have been responsible for contributing by adding all the relevant courses and GAIA has been responsible to compile everything and put it together.

The present report gives an overview of the courses that are interesting for the EXCITE cluster partner management teams.

3 Collection process

3.1 Pre-analysis

This report is coming from the results of the previous project task 2.1 which goal was to analyse internal strategies to define the clusters baseline. This analysis served as basis to know which are the main aspect that project partner clusters need to address in relation to new skills development.

Using this information published in the internal Deliverable D2.1 "Skills development plan" (Confidential), research has been done to find and select courses that were addressing the identified needs. In this case, all project partners were responsible to provide information and links to known courses for this purpose. Then GAIA as leader of this specific task has been responsible to add all the information in a shared file and publish it.

To be aligned with the previous works within the Work Package 2, main areas of the cluster management have been used to identify the relevant courses:

- Cluster Structure
- Cluster Strategy
- Cluster Organisation/Operations
- Business Models
- Communication

After a first version was sent to all partners with the courses found at that time, the partners had one month to provide any additional course that they could find, and the resulting table (below) is the final version of the courses identified.

3.2 Sources

The online courses indicated in the table are stemming from different sources checked and researched by the project partners. These are of very different kinds, from universities offering courses, to various European projects developing trainings. The EXCITE project partners are very active in different European projects and count on different kind of networks.

The sources used for the selection of training online courses have been:

- **European projects:** all partners are involved in different European projects and in some of them some trainings have been developed and have been listed. For instance, SCS the coordinator of the Cluster4Smart project.
- **Other European partners:** in some occasions, some other partners from European projects or networks have developed trainings even if no partners from EXCITE were involved and have been indicated too.
- **European Cluster Conference Platform:** some interesting courses and materials can also be found on the ECCP platform. All project partners are active on this platform and receive the newsletters. Some courses such as the Cluster Booster Academy have also been organised thanks to their initiative.
- **Universities and trainings centres:** some universities have online courses relevant and interesting for cluster managers.
- **Other online course providers:** platforms like Coursera or Google also have some interesting materials available for anybody. It is rather related to digital transformation and more about transversal skills acquisition.

Even if above are listed the main used and checked sources, other online trainings are or will be available, and the Catalogue might be further updated with new relevant references.

4 List of online courses

By now the list of the online courses can be found in the link below, and will be operational and updated during the project and after.

Link: Identification of Online Learning opportunities for cluster managers.xlsx

By now, the main online courses published in the catalogue are distinguished in two kinds of courses:

- the courses directly addressing the cluster manager
- the courses addressing transversal skills, still very important in terms of digitalisation or project management, among others.

In each of the courses, there are some items identified, such as course name, keywords, length, and cost. There are many more courses that could be added to this file, but a selection has been carried out to avoid many duplicities.

Some of the courses selected are temporary, which means that they might have deadlines for registration - but in most cases, the sources indicated are permanent and can be taken whenever the user prefers or has availability.

The list of courses available in the Catalogue[1] is enumerated on the next pages.

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[1] On 24 January 2023 (the Catalogue may be further enriched)

Training courses for cluster managers

Nº	Course	Supplier	Keywords	Dates	Length	Cost	Content	Curriulum	Platform
1	**Cluster management - Cluster activity & Industry 4.0**	Cluster4Smart project	Cluster Financing, EU policies, Innovation management	Permanent	60 hours	Free	link	link	link
2	**Essence of Cluster Excellence Management**	The European Foundation for Cluster Excellence	Cluster management, cluster policies	October-December or April-June	2 weeks	4.900,00 €	link	link	
3	**Cluster Development - Training Workshops**	Cluster navigators	Cluster analisys, strategy, Cluster development	7th March 2012	-	-	link		
4	**Cluster and Regional Networks Management**	BIO PRO	Regional networks, Cluster management	Autumn 2013	-	-	link		
5	**Cluster Manager Education Program**	Baltic Sea Region Cluster Manager Education (EU consortia leader)	Cluster management	Application closed 2020-2021	40 weeks, 5-9hours/week	Free	link	link	_
6	**Cluster Management & Innovation**	Cluster Development / ESADE business school	Innovation ecosystems, business management, cluster development	No dates available	-	-	link		
7	**Financial management for EU Horizon projects**	European Fund Management Consulting	Project management, EU funding	Online or in presence options	3-4 days	990€-1790€ depending format	link	link	
8	**Proposal writinf for EU Horizon proposals**	European Fund Management Consulting	EU funding, application	Online or in presence options	3 days	990€-1790€ depending format	link		
9	**Service Design: Designing for Experience Over Time**	Udemy - Jon Kolko	Service design, customer experience	Available online	1h video + other resources	44,99	link		
10	**Service Design Online Short Course**	University of the Arts London (ual)	Service prototyping, service design	16/02/2023 - 30/03/2022	6 weeks	£520	link		
11	**Service Design and Innovation Intensive Short Course**	University of the Arts London (ual)	Service design, innovation,	19/12/2022 - 21/12/2022 more dates available	3 days	£1000	link	_	
12	**Human-Centered Service Design**	IDEOU	Service design, journey mapping, experience design	Jan 19, Ap 13, Jul 06, Sp 29	5 weeks, 4hours/week	$799	link		
13	**Cluster development workshop**	Oxford Research's and Quercus Group	Cluster development, Innovative clusters	26th and 27th of October 2017 Denmark	2 days	-	link		
14	**Cluster Booster Academy**	European Cluster Collaboration Platform	Cluster Strategy Development, Business Model Innovation	1-2/12/2022 online and 2-3/03/2023 ofline France	Only travel and accommodation		link	link	
15	**PM² Project Management Methodology for EU Project**	European Academy	European Project Management	09-10/03/2023 and 06-07/2023	2 days	1100	link		
16	**Digitalization of Circular Economy for Innovative SMEs**	EU consortia (DIGICIRC EU project)	16 courses, Communication & marketing, Resource management	Permanent	-		link		

TABLE 1: LIST OF TRAINING COURSES ADDRESSING CLUSTER MANAGERS DIRECTLY

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Nº	Course	Supplier	Keywords	Dates	Cost	Length	URL	Curriulum	Platform
			Non-specific trainings for cluster managers but interesting						
1	**Fundamentals of digital marketing**	Google	Digital Marketing	Any time	Free	40 hours	link		
2	**Executive Certificate Marketing & Digital**	HEC PARIS	marketing & digital	May 22/2023	12 days	16.900 €	link		
3	**Executive Certificate Direction commerciale**	HEC PARIS	sales, commercial strategy and implementation	Apr 03/2023	13 days	16900	link	-	
4	**Google Project Management Certificate**	Coursera - Google	Project Management	Any time	39$/month	140 hours	link		
5	**Strategic Innovation: Building and Sustaining Innovative Organizations**	Coursera - Ilinois University	Innovation	Any time	39$/month	15 hours	link		
6	**Inspiring Leadership through Emotional Intelligence**	Case Western Reserve University	Leadership Emotional Intelligence	Any time	39$/month	24 hours	link		
7	**Search Engine Optimization Fundamentals**	Coursera - University of California	SEO	Any time	Free	13 hours	link		
8	**Introduction to Cybersecurity for Business**	Coursera - University of Colorado	Cybersecuirity	Any time	39$/month	13 hours	link		
9	**High Performance Collaboration: Leadership, Teamwork, and Negotiation**	Coursera- Northwestern	Leadership / Collaoboration	Any time	39$/month	14 hours	link		
10	**Improving Communication Skills**	Coursera - Wharton University (Pennsylvania)	Communication	Any time	39$/month	11 hours	link		
11	**Design Thinking for Innovation**	University of Virginia	Design Thinking / innovation	Any time	39$/month	10 hours	link		
12	**Logical and Critical Thinking**	University of Auckland	Critical thinking	ANy time	Free	32 hours	link		
13	**Improve your soft skills**	The Open University	Soft Skills	ANy time	Free	24 hours	link		

TABLE 2: LIST OF TRAINING COURSES ADDRESSING OTHER TRANSVERSAL SKILLS FOR CLUSTER MANAGERS

COSME Programme

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5 Publications

To reach a bigger target audience and communicate about the research done, the result will be published in the following channels:

European Cluster Collaboration Platform (Publication date: 31st of January):

An article in the ECCP will be written by GAIA with a link to the list of online courses and will be accessible by anyone interested to check this list. This platform includes a very big range of clusters and partnerships at European level allowing to disseminate the Catalog among them, as they are our main target for this task.

EXCITE ECCP Profile project **link**

GAIA's ECCP Profile as task leader **link**

Website (Publication date: January-March 2023, depending on partners)

As there is no dedicated stand-alone website for the project, the EXCITE partners will publish the link to the online Catalogue on their respective websites as news articles, and/or in the EXCITE project section of their website. The main text will be distributed from GAIA and partners may adapt it according to their communication needs.

GAIA's website publication **link**

Social Media (Publication date: January-March 2023, depending on partners):

The Social Media networks of the partners will also be used to disseminate the Catalogue. Basically, the tools to be used are the Twitter and LinkedIn networks of each partner via their organisations' profiles.

GAIA's LinkedIN publication **link**

Other projects and networks (Will be shared during the whole lifetime of the project):

The catalogue will be disseminated to other partners and networks of the clusters involved in the project. All cluster partners are active in different European projects involving other cluster networks or are active in European cluster networks such as Silicon Europe Alliance or SmartCityTech. Therefore, this list will be distributed among these ecosystems.

As mentioned previously, the Catalogue will be available and updated regularly, but will always be available via the same link – therefore, even if somebody accesses it after a long period, the catalogue will still be linked and checkable.

6 Conclusion

The online Catalogue has been built upon the information about specific needs of each cluster from the preliminary analysis conducted during Task 2.1, and we have defined a specific capacity building program for the EXCITE partners. On such basis, relevant available online courses have been identified and added to the online Catalogue, freely accessible by all. The consortium consciously disagreed with subcontracting here, as numerous quality materials are already available from previous projects developed by the project partners and other partnerships. As a result, EXCITE has published an online Catalogue which is alive with learning opportunities which will be used for skill development of the individual cluster staff.

As mentioned, in the frame of the EXCITE project, the consortium cluster partners have expressed their interest in courses in the Catalogue that could be relevant for their staff, and after individual analysis within their teams, they have been selecting the matching courses according to their team members' specific teams. The basis is set, it is now time to learn!