

SECRETARÍA DE ESTADO DE PRESUPUESTOS Y GASTOS DIRECCIÓN GENERAL DE FONDOS EUROPEOS





Una manera de hacer Europa

BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Line 2016 to improve business competitiveness through the support of clusters -Agrupaciones Empresariales Innovadoras (AAEEII)- of the Autonomous Community Castilla y León, personified in the clusters: Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE) and Foro de Automoción de Castilla y León (FACYL) General Directorate for Industry Competitiveness

Programa Operativo de Castilla y León

Año 2018

Fondo Europeo de Desarrollo Regional

Good Practice from the Dirección General de Industria y Competitividad, from funding line 2016 to improve business competitiveness through the support of clusters -Agrupaciones Empresariales Innovadoras (AAEEII)- of the Autonomous Community Castilla y León, personified in the clusters: Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE) and Foro de Automoción de Castilla y León (FACYL)

In 2016 the Dirección General de Industria y Competitividad (General Directorate for Industry Competitiveness) issued a call for proposals for a new line of funding available to clusters of the Autonomous Community Castilla y León, to incentivize cooperation among business, agents of innovation, and knowledge-based entities to improve competitiveness of the Castilla y León business sector.

A total of 10 projects were granted funding. The total funding was € 143.530, of which ERDF funds comprised € 71.765.

The impact of this action is important, since the aid involves an additional investment of over \notin 205.000 by recipient entities, an average investment per project of \notin 20.000.

The aid granted was divided in two groups, the construction industry and the automotive industry.

The first cluster is Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE), (Innovative Business Group for Efficient Construction) that presented "*Proyecto HabiKET*", a project to improve the competitiveness of companies of the habitat industry, through the analysis and development of a sampler to showcase the products offered by each of the cluster member companies. The sampler uses virtual reality technology to upload and display the products (a cafeteria, a stand, a hotel reception area) which can be viewed on any device, or using a VR headset. Virtual reality is a series of scenes or objects that appear real. This project compiled a kind of digital catalogue of the habitat-related products made by different manufacturers, which can be viewed on internet, rather than in catalogues printed by each manufacturer.

The second is **Foro de Automoción de Castilla y León (FACYL)**, (Automotive Forum of Castilla y León) which proposed "A positioning map of the automotive industry of Castilla y León regarding technologies associated with Industry 4.0". The purpose of the project was to identify potential competitive improvements that could be made in the regional automotive industry, through the development, implementation and use of these technologies. Industry 4.0 has broad applications in automotive production processes, such as the incorporation of sensors, human/robot collaboration, and mass data collection and interpretation. All of these provide major benefits, first because they can be more controllable, and second, because they help anticipate behaviors, improve quality and achieve major savings. This project proposes to study where the companies of this cluster are positioned in terms of their knowledge, use, and application of these tools.



These actions are considered good practices because they meet the following criteria:

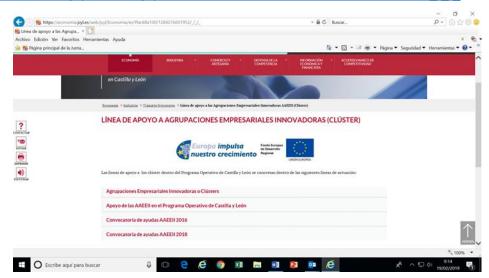
1. The action was duly disseminated and communicated to beneficiaries, potential beneficiaries and to the general public.

The Dirección General de Industria y Competitividad, the entity granting the aid, disseminated and communicated the aid line to the beneficiaries in a meeting held on 16 May 2017 with all of the clusters. One of the points on the agenda was the presentation of the two projects presented here as good practices within the 2016 lines of aid to clusters, presented by the Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE) and by the Foro de Automoción de Castilla y León (FACYL). During the meeting, both clusters gave presentations on their projects. They explained how they had convinced, involved and engaged the different companies participating, how the activities by the companies directly involved in the project had been communicated to the rest of the cluster members, and how the findings had been reached and disseminated.





The Dirección General de Industria y Competitividad also posted information on its website on the call and funding, the application of which led to the good practices described here.



https://economia.jcyl.es/web/jcyl/Economia/es/Plantilla100/1284276651952/ / /

Both of the clusters disseminated information on the aid they received.

Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE), used Twitter.



Each of the clusters posted project information on their websites:

http://habitateficiente.org/

http://www.facyl.es/index.php/actualidad/actualidad-facyl/91-proyecto-regional-elaboracion-deun-mapa-de-posicionamiento-del-sector-de-automocion-de-castilla-y-leon-en-el-ambito-de-lastecnologias-asociadas-al-concepto-de-industria-4-0 Boletines, newsletter y circulares a socios

Desde el Cluster AEICE emite boletines y circulares específicas a nuestros asociados para informarlos al respecto de las actividades que desarrollamos, las convocatorias de las jornadas, etc.

Así este proyecto también fue difundido por estos medios.



Newsletters, posters and reports were also used for dissemination:





2. The action incorporates innovative elements.

"Proyecto HabiKET" uses technologies that are essential to improving the competitiveness of regional SMEs, which are very small: virtual reality spaces that are 'visited' using virtual reality devices.

The novelty of this project is its use of virtual reality, an Industry 4.0 tool, to create the settings and environments where the different company products (furniture, chairs, lamps, etc.) are then displayed.

The same is true of the FACYL project, *"Elaboración de un mapa de posicionamiento del Sector de Automoción de Castilla y León en el ámbito de las Tecnologías Asociadas al concepto de Industria 4.0"*, which proposes to map the 4.0 technology implementation positioning of the cluster member companies and identify pilot experiences that could serve as a reference for future projects. For this, the project used a specific methodology based on a self-diagnostic tool that incorporates new elements like 4.0 technologies.

Industry 4.0, or 'The fourth industrial revolution', uses robotics, analytics, artificial intelligence, cognitive technologies, nanotechnology and the Internet of things, and companies need to identify the technologies that best serve their needs before investing. Companies that fail to understand the changes and opportunities brought by Industry 4.0 risk losing market share. The main objective of this project is to determine the level of implementation of these technologies in the cluster member enterprises.

3. Adequacy of results obtained to objectives established

In both cases the cluster heads, the Agrupación Empresarial Innovadora para la Construcción Eficiente (AEICE), and the Foro de Automoción de Castilla y León (FACYL), have conducted joint projects on innovative technologies that positively impact the industry value chain and improve positioning.

For AEICE, Agrupación Empresarial Innovadora para la Construcción Eficiente, the goal was to introduce cutting edge commercial management tools to enhance the competitiveness of the habitat companies. These results were achieved through a diagnosis of the level of digitalization of the habitat SMEs, and through the creation of the virtual showrooms.

For FACYL, Foro de Automoción de Castilla y León, the objective was to identify ways to improve the competitiveness of the automotive industry through the implementation of Industry 4.0 technologies. The project findings have served to open internal reflection processes in each of the companies on the challenges and opportunities of these technologies; to map the positioning of the companies regarding the current use and potential implementation of the technologies, and to lay the groundwork that enables each company, and the cluster as a whole, to design short-term strategies for the incorporation of the technologies in their production processes.

4. Contribution to the resolution of a problem or weakness detected within the territorial scope of execution

One regional weakness is undoubtedly the small size of most companies, which keeps them from incorporating the use of newest technologies in their processes.

The first of the two projects made new technologies available to the SMEs of the Habitat sector of Castilla y León, for the improved marketing and sale of their products. Most Habitat companies are very small, an impediment that keeps them from reaching opinion makers and attending trade fairs. Thanks to the clustering of these companies from different subsectors (furnishings, lighting, etc.), they now have a common visual promotional tool that provides new promotion and sales opportunities.

The project presented by Foro de Automoción de Castilla y León (FACYL) contributes to the improvement of its member companies as a whole, through the work done toward greater digitalization of their processes and by providing individual company and cluster level positioning analyses. It is particularly beneficial for smaller companies, which tend to be less informed of technological changes. It is a well-known fact that very small enterprises have a digitalization deficit (do not innovate using new technologies to improve their processes). The project helps by analyzing their situation, which enables them to compare themselves with other companies and devise strategies for improvement.

5. High degree of coverage of the target population

The Agrupación Empresarial Innovadora para la Construcción Eficiente cluster has over a hundred members. "Habitat" is a group within the cluster, comprised of 16 companies. The "HabiKet" project incentivizes actions to improve the competitiveness, productivity and innovation of all 16 companies of the Habitat group, therefore coverage of the target population is 100%.

Regarding the project presented by the Foro de Automoción de Castilla y León (FACYL), we should first note that the automotive industry is one of the main pillars of the Castilla y León economy, a major employer and contributor to the wealth of the region.

This cluster project directly affects and supports the 21 member companies that were recipients of their Industry 4.0 positioning reports. The impact on the other 33 members of FACYL came through the awareness actions, meetings and conclusions disseminated on the action. The coverage of the target population, in this case, the companies and other members of the Foro de Automoción de Castilla y León (FACYL), can be considered as high. The target populations of the two projects were the 16 Habitat-sector companies belonging to the cluster Agrupación Empresarial Innovadora para la Construcción Eficiente, and all of the cluster members of the Foro de Automoción de Castilla y León.**Consideration of the horizontal criteria of equal opportunity, non-discrimination, social responsibility and environmental sustainability**

The criteria of equal opportunity, non-discrimination, social responsibility and environmental sustainability were taken into account in this funding.

Within the categories of equal opportunity and non-discrimination, employment integration of disabled persons was one of the criteria. Regarding gender discrimination, both clusters were requested to provide information on the number of men and women participating.

Sustainable Development: application forms require information on the environmental impact of projects. Applicants must rate the impact as 'none/favorable/unfavorable' and explain their answers.

During the selection process, should the points assigned to applications for funds result in a tie, preference will be given to applicants based on 1st) percentage of disabled persons employed; 2nd) contribution of the project to environmental sustainability.

7. Synergies with other public policies or instruments

Clusters and clustering are essential, because they lead to knowledge transfer among innovators, their communities, and the business community, which provide ties and information that are highly useful to resource-poor SMEs.

The 3rd Framework Agreement on Competition and Industrial Innovation signed between the regional government and the economic and social partners, highlights the importance of seeking common interests among companies that can lead to strategic alliances and facilitate collaboration in innovation and projects by the member companies of each cluster, and inter-cluster projects.

The aid package reflected in this good practice complements the cluster support actions of the Ministry of Industry, Commerce and Tourism, which has a funding line earmarked for the clusters registered with the Ministry.



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