

**For Immediate Release**

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**ClusterCOOP: Torino Matchmaking Roadshow 'Green Clusters for a Sustainable Future'  
Turin, 3-4 October 2012**

*Turin, October 5th, 2012*

Piemonte Region, and its consultancy company inno TSD, organized the Matchmaking Roadshow 'Green Clusters for a Sustainable Future', past 3-4 October 2012 in Torino (Italy).

The event was part of the project 'ClusterCOOP - Enhancing Framework Conditions for an effective Transnational Cluster Cooperation in Central European', a project financed by the Central Europe Territorial Cooperation Programme.

More than fifty participants attended the meeting, representing 9 countries including 5 Central Europe countries (Hungary, Poland, Czech Republic, Slovakia and Slovenia). More than 60 % of these participants came from these countries, the rest being mostly composed of Italian cluster representatives, as well as Western Europe countries speakers (from France, the UK and Italy). In total, 18 cluster organizations were represented, most of them in the field of environment, green energy and clean technologies, as well as in sectors linked to clean technologies: packaging, mecatronics and automotive.



The highlight of the event was the speed dating session in which 15 clusters participated. The objective was to organize a series of short bilateral meetings between cluster representatives in order them to exchange business cards, to present themselves and to talk about possible collaboration opportunities, by rotating peoples every four minutes around the tables. After one hour, each cluster representative had met 10 other clusters. Despite the rush effect, the participants were satisfied of this session and found it very useful.

\* The speed dating session.

Quieter were the plenary sessions during which the Western Europe countries experts in clean technologies - Nick Storer from Envirolink, David Dornbusch from Cleantuesday and Silvia Pagani from the Lombardy Energy Cluster - presented their respective clusters and their views on the challenges to meet for European clean technologies enterprises. These presentations from mature clusters were very useful for Eastern countries cluster managers. They also introduced the collaborative sessions on the internationalization and the financial sustainability of clusters with relevant examples such as the presentation of the International Cleantech Network or the sustainability model developed by clusters in the UK in answer to the cut of public cluster funding.

During the first collaborative session on internationalization, participants were split in small groups in order to answer collaboratively to a set of questions. The four small groups constituted of cluster representatives and ClusterCOOP partners provided interesting results on questions such as the definition, the purpose, and the challenges of the internationalization of cleantech SMEs.

The second collaborative session, animated by Dr. Tea Petrin from the University of Ljubljana, invited cluster representatives to provide their view on the role of clusters managers in facilitating the emergence of new industries, especially through cross sectoral collaborations.

The collaborative session on financial sustainability was conducted on the same model, proposing questions to cluster representatives, bringing together the different perspectives on sustainability of cluster models and on the future of public funding for cluster organizations.