Deliverable D2.1:
Report on Analysis of the needs

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REgrouping MOBILIty clusters to develop Skills and Exchange

Report on Analysis of the needs

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REMOBILISE

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Abstract (for dissemination)	This publication puts forward the headlines of the regional consultations led by the partner clusters of the REMOBILISE project, with their member SMEs, scaling-up support organizations, public/regional authorities, knowledge institutions and civil organizations gathering insights of pains, gains, drivers and barriers concerning the development of green and friendly technologies for city ecosystems. These 27 consultations provide pathways for progress when it will come to improvement of cluster management capabilities to improve the member's skills to be more competitive and to be able to deliver innovative sustainable technologies for cities.
Keywords	Cluster SME's, needs, green and climate friendly technologies, city ecosystems, interviews

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Abstract

This document puts forward the headlines of the regional consultations led by the partner clusters of the REMOBILISE project, with their member SMEs, scaling-up support organizations, public/regional authorities, knowledge institutions and civil organizations. 27 consultations were carried out, studied and analysed. This report contains the analysis of the needs of Cluster members gathering insights of pains, gains, drivers and barriers concerning the development of green and friendly technologies for city ecosystems. Overall, these consultations and their analysis provide pathways for progress when it will come to cluster manager's skills assessment and improvement of cluster management capabilities to improve the member's skills to be more competitive and to be able to deliver innovative sustainable technologies for cities.

This report is part of a project that has received funding by the European Union's COSME Programme under grant agreement number 101037876.

Executive Summary

REMOBILISE (standing for REgrouping MOBILIty clusters to develop Skills and Exchange) is a 24-month project pursuing the overall objectives of strengthening cluster management excellence while facilitating strategic connections between our clusters and our specialized ecosystems and cities across Europe, in the sector of mobility. REMOBILISE takes input from the RECiPE4MOBILITY project from the ongoing generation of European Strategic Cluster Partnerships for Excellence (ESCP-4x).

The REMOBILISE consortium is composed of 5 European clusters, based on a fair balance between competences, expertise and maturity levels, both at organisational and regional levels: RAI Automotive Industry NL (Netherlands), Cluster Mobility & Logistics (Germany), Mobinov (Portugal), NextMove (France) and Zone Cluster (Hungary).

Under the mobility scope, the REMOBILISE partnership will focus its activities on the theme of safe and sustainable urban mobility in cities.

By developing new competences, innovative services, competitive networks and resource-efficient solutions, clusters will better support the scaling-up of European ecosystems and cities during the project and in the long run, notably by boosting the competitiveness of European SMEs.

The first months of REMOBILISE particularly focus on the enhancement of clusters' management skills to also improve the members skills to be more competitive and to be able to deliver innovative sustainable technologies for cities. Therefore, the consortium reviews the cluster management processes and later develops the clusters' individual management processes further. The first action, which this report is about, has been the analysis of the needs of cluster stakeholders, especially SMEs, with the aim to assess what they need to be able to connect to cites and to deliver better technologies in the field of green and climate friendly technologies to city ecosystems. Later on, the goal is to find the gap between the SMEs' needs and the skills of the European cluster managers and therefore to align our upskilling activities for cluster managers with their needs

For this purpose 27 interviews have been carried out with stakeholders covering the quadruple helix (science, policy, industry, and society) in 1-to-1-sessions, which are the baseline for this report. Insights of pains, gains, drivers and barriers concerning the development of green and climate friendly technologies for city ecosystems have been gathered. Task leader RTECH provided structured interview guidelines and each cluster was responsible for carrying out the interviews with actors of their local ecosystem. In summary, the interviews showed that clusters are needed most as mediators between the various ecosystems stakeholders.

Methodology

For the implementation of this task, the decision was made to go for a practical approach. As T2.1 and T3.1 are both including carrying out interviews with different parties of our cluster members and the objectives are overlapping, it is believed that a combination of the planned interviews will save resources and capacities on the consortium side as well as on cluster members' side. By that, the goal was to focus more on qualitative good interviews.

The approach was to enlarge the KPI of 20 interviews for T2.1 to meet the objective of 25 interviews of T3.1. So, per partner a minimum of five interviews had to be conducted (Figure 1). RTECH (Cluster Mobility & Logistics) and NextMove conducted one more, so the total amount of consultations is 27.

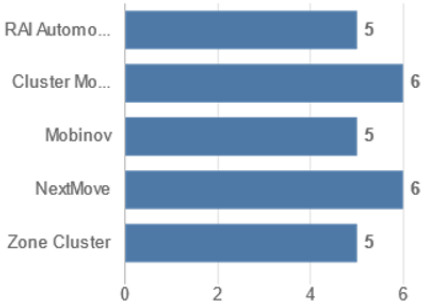

Figure 1 Number of interviews per partner

Overall, it was ensured that the interviews cover the content of both tasks as well as some questions, which will help to later assess our cluster managers skills in T2.2 (Annex 1). Furthermore, it attention was paid to include all, in the Grant Agreement mentioned, city ecosystem stakeholders. In that sense, the different actors of the clusters ecosystems were interviewed covering the quadruple helix: science, policy, industry, and society. Figure 2 shows the proposed compilation:

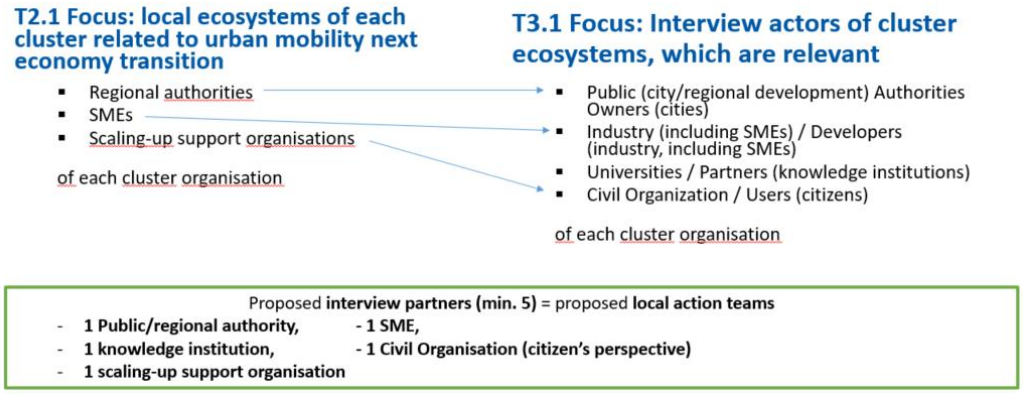

Figure 2 Proposed compilation of interviewees per partner

Finally, five public/regional authorities, seven SMEs, one start-up, five knowledge institutions, four civil organizations and five scaling-up support organizations have been consulted in March and April 2022 covering the regions South Netherlands (NL), Bavaria (GER), Norte (PT), North of France (FR) and Hungary.

SME's & Start-ups

In total, 8 companies have been consulted, out of which 7 are SMEs and one Start-up.

Organisations' name	Contact in REMOBILISE	Location (country, region, city)
PB consult	Cluster Mobility & Logistics	Germany, North and Southeast Bavaria (main offices: Nürnberg, Regensburg)
AI-Charge Technologies GmbH (Start-up)	Cluster Mobility & Logistics	Germany, Bavaria, Regensburg
MOBI.E	Mobinov	Portugal Porto, Matosinhos
Ubitransport	NextMove	France, Bourgogne Franche Comté, Mâcon
Transdev	NextMove	France, Ile de France, Issy les Moulineaux
Ecov	NextMove	France (Paris, Nantes, Strasbourg)
V-tron	RAI Automotive Industry NL	the Netherlands, Brabant, Helmond
Orca Aerospace Ltd.	Zone Cluster	Hungary, Budapest, Pécs

Scaling-up support organizations

In total 5 scaling-up support organizations were consulted.

Organisations' name	Contact in REMOBILISE	Location (country, region, city)
Bayern Innovativ, Cluster Automotive	Cluster Mobility & Logistics	Germany, Bavaria
Instituto Pedro Nunes	Mobinov	Coimbra
Moove Lab	NextMove	France, Ile de France, Paris
Brainport Development	RAI Automotive Industry NL	the Netherlands, Brabant, Eindhoven
Green Brother	Zone Cluster	Budapest, Hungary

Public/ Regional authorities

In total 5 public/regional authorities were consulted.

Organisations' name	Contact in REMOBILISE	Location (country, region, city)
DKV (Public Transportation Company of Debrecen)	Zone Cluster	Hungary, Debrecen
IAPMEI, I.P. - Agência para a Competitividade e Inovação	Mobinov	Portugal, Porto
Gemeente Helmond	RAI Automotive Industry NL	the Netherlands, Brabant, Helmond
Rouen Métropole	NextMove	France, Normandie, Rouen
City of Regensburg, Economic development	Cluster Mobility & Logistics	Germany, Bavaria, Regensburg

Civil Organisation (citizen's perspective)

In total 4 civil organisations with the citizen's perspective were consulted.

Organisations' name	Contact in REMOBILISE	Location (country, region, city)
Galileo Progetti Nonprofit Ltd.	Zone Cluster	Hungary, Budapest
Vladimiro Mota Cardoso Feliz - CEiiA´s Mobility Director	Mobinov	Portugal, Porto, Matosinhos
Energieagentur Regensburg e. V.	Cluster Mobility & Logistics	Germany, Bavaria, Regensburg
Brandweer Zuid Limburg	RAI Automotive Industry NL	the Netherlands, Limburg, Maastricht

Knowledge Institution

In total 5 knowledge institutions were consulted.

Organisations' name	Contact in REMOBILISE	Location (country, region, city)
Technische Universiteit Eindhoven	RAI Automotive Industry NL	the Netherlands, Brabant, Eindhoven
Universidade de Aveiro	Mobinov	Aveiro
Université Gustave Eiffel	NextMove	France, Ile de France, Noisy le Grand
OTH Regensburg, Faculty of Electrical Engineering and Information Technology, Laboratory for Electrical Machines	Cluster Mobility & Logistics	Germany, Bavaria, Regensburg
Budapest University of Technology and Economics	Zone Cluster	Hungary, Budapest

The aim was to engage the interviewees also in further activities of the project, so the interviews were the first outreach to build up our local action teams, which can decide with the cluster management's team on the steps of local next economy transition (T3.1).

Because of the impact of the COVID-19 virus throughout Europe, consultations were made in 1-to-1-sessions via telephone, video conferences and only some in physical meetings.

For conducting the interviews task leader RTECH provided all partners a structured interview guideline by 15th March 2022 after doing some desk research. It is based on a survey-template. Partners then had time til the 17th April 2022 (internally set deadline) to conduct the interviews. The survey-template was designed as a template for conducting face-to-face interviews and was then used as interview guideline as well as written protocoll of the interview. So, with this approach there was no one-fits-all survey. In case a question was not clear, or the interviewee struggles to understand or answer it, examples or clarifications related to the local ecosystems could be given.

The tool EU survey was chosen as it helps to collect all interview results in a structured way and ensures GDPR.

In summary:

1. the survey template was used as an interview guideline and to simultaneously protocol the answers (one filled out survey-template per interview)
2. the questions could be adjusted verbally based on the local ecosystems' context
3. the questions could be adjusted based on the interviewee (type of stakeholder)
4. interviewers could translate thee questions if needed

The interviews were divided in three parts:

1. Part 1: Organisation information
2. Part 2: Analysis of the local urban mobility ecosystem
3. Part 3: Analysis of needs - cluster services

For this report, Part 1 and Part 3 are the most relevant as well as following questions of Part 2:

- "What are your pains and gains concerning the development of green and climate friendly technologies for the city ecosystem?"
- „What are the drivers and barriers concerning the development of green and climate friendly technologies for the city ecosystem?"
- „What needs to be done to take more advantage out of the local ecosystem?"

The rest will be further analysed in T2.2 and T3.1. Annex 1 gives an overview of all the questions also marking which questions have been selected to collect information for which task (T2.1, T2.2 and/or T3.1).

The activities so far in short:

1. A template including questions was created for conducting the interviews.
2. Each cluster consulted at least 5 stakeholders.
3. Report was made by the task leader.

Consultations per partner

RAI Automotive Industry NL

Pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem

Pains are the high investment costs that need to be covered by firms as cities have a very limited budget. In addition, it is not clear at the moment which specific areas the Dutch government wants to focus on with **investments**. Therefore, it is demanded that structural investments into certain areas/companies but also certain topics be made by the state. It is noted that the Dutch roadmap should be structured in a smaller way in order to show, from the government side, which topics the Dutch government will prioritize and thus also make investments available for concrete projects. At the same time the path to **funding** takes too long to promote truly disruptive innovations.

One pain that is also very relevant for the public discussion on what can be reached by such new technologies is the demonstration of how these innovations can **contribute to the climate goals**. Here the example of Mobility as a Service. Questions that come up and are difficult to answer are: how do you quantify the contribution to the climate goals? And how do you increase it? The barrier which results out of this is the **users acceptance**.

Also, the research side sees the problem that technicians invent technologies but end users have to use it to really have an impact. So, how can their **trust** can be earned? From citizens perspective this is very difficult at the moment because with current solutions for green and climate friendly technologies on the market **mobility** cannot be **guaranteed**. It is still a specific and niche market.

Gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem

The main gain as well as driver are the great opportunities that are offered to work together on innovation projects. The **cooperation** between partners is very strong. Especially, the triple helix is very successful. Also, **culture** is very important. People are open-minded which drives cooperation and innovation.

In addition, the overall goal of achieving the promises under e.g. Paris agreement fosters the development of **climate friendly** solutions.

Finally, it was mentioned that fast provided funding would be a driver and gain even if it is not the case at the moment.

Needs

Overall, a long-term strategy showcasing the political course is needed.

However, in line with that a concretization of the Dutch mobility roadmap is needed. Also focusing on special topics and **niche markets** should be considered as they often have **high potential**. For example, there are 700 trucks alone in the Netherlands. Just looking at the fleets which are used for logistics purpose new mobility solutions could achieve a lot in the means of becoming more green and climate friendly.

Another need would be to improve the **funding options** and **process**. Funding topics should be concretized. The search for funding programs should be enlarged from local/ regional level to national level. And the process needs to be streamlined (less paperwork, less time from application til

payment). Simultaneously, **investment choices** have to be made wisely so that innovations that have already been invested in, in another area, are chosen again for funding.

Cluster Mobility & Logistics

Pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem

Depending on the interviewee and the role of the interviewee, the pains and barriers are slightly different. However, it seems that the **society** and **politicians** have an important role as well as the transition of whole value chains. It was mentioned that the technology affinity of end users the convincement of citizens with new mobility solutions are clearly hindering a change towards greener and climate friendlier city ecosystems. One challenge is therefore to achieve a societal but also political **rethinking**, especially in countries like Germany where a great lobby of automotive industry exists. Regensburg is for example still a very car focused city with over 70k commuters.

Other pains as well as barriers are risks of **high investments**, the great focus on drive technology of third-party fundings, **raw material** availabilities, obsolete **standards/regulations** for city planning and building, e.g. when it comes to mobile and stationary infrastructure for e-mobility or the integrations of such in the city landscape, and the **implementation of real ecosystems** (in the sense of technology and partner involvement).

Gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem

The biggest driver for the development of green and climate friendly technologies for the city ecosystem are clearly the **climate change** and the related **urban climate goals** with saving resources and city space.

For companies a driver is to build up a company following the **vision** of making life more liveable or making a contribution to CO2 savings. At the same time, their gain is to get **profits** out of it. The development of green and climate friendly technologies is rated with high economic and ecological potential. Through the transition of value chains also new value chain potentials come up.

The knowledge institution sees also the training of e.g. qualified junior engineers and knowledge transmission as gain.

Overall Regensburg already has its successes with the rising share of e-buses, the autonomous people mover and overall a great economic growth through networking.

Needs

There is the need to open mindsets of citizens and also to increase the political will to gain more acceptance. It was asked for to involve the broad public and “passive actors” more to increase transparency and visibility. The Cluster could help here with more reaching out for citizens e.g. with educational work, involvement in testing or assessing new mobility solutions, and dissemination work. With that also the general digitalization know-how could be increased.

Another need is to have even more **targeted networking** of business (e.g. urban transport planning, public utility, clusters, public transportation providers), science, administration and citizens to ensure that all are pulling in the same direction. Even the commitment to common goals was demanded. One

concrete example, where the commitment of all parties is needed would be the establishment of an (open source) **urban mobility data hub**.

Additionally, it was recommended to strengthen the public relations work supraregional and to broaden the perspective of the cluster as it is very focused on e-mobility technology at the moment.

Mobinov

Pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem

Beside the amount of investment costs and therefore the **costs of entry** also the increased costs for the population to have **access** to these technologies hinder their development. In line with that, there also occur difficulties in **adoptability**. But not only costs are pains, also a lack of technological literacy brings the risk of lack of access both at the level of the purchase of electric vehicles or, in the development of digitalisation and integration of services.

In addition, Mobinov's stakeholders mentioned barriers like the **interoperability** of systems as well as the **operation** of these. For example, the **fragmentation of cities/territories** brings difficulties in operation. It is challenging to optimize e.g. public transportation systems to make them minimally profitable. But also, **fragmentation of infrastructures** occurs that brings low connectivity. It can be mentioned that at the physical level, for example, bike paths, or at the level of services more connectivity needs to be achieved. And for that, even more **stakeholders' collaboration** (public sector x operators) is needed.

Other pains/barriers are the lack of **scalability** and **strategic incentives**.

Gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem

The biggest gains but also drivers lay in the term green and climate friendly technologies itself. With their development 'Greenhouse Gas' emissions, urban noise, energy consumption, the amount of vehicles in cities can be reduced and services, the use of urban spaces and quality of life can be improved.

The existing **public support** in terms of the PRR - "Plano de Recuperação e Resiliência" (Recovery and Resilience Plan) and the Portugal 2030 are also very important factors.

Finally, the current development of a network management platform is a driver.

Needs

In Mobinov's ecosystem a **change in mindset** and even more **cooperation** is needed. It was mentioned several times that a culture of sharing (e.g. in terms of operational, demand, and supply data) is necessary to make mobility systems more efficient. For example, through sharing data and fluent information exchange connectivity gaps between a bus and the rail system or micro-mobility system could be discovered.

Other important factors are to build up an even more **favourable legal framework** and to create **platforms with decision-making power** to plan, prioritize, regulate, and specify the mobility system and urban transports, in its different layers of management and operations.

Accessibility also has to be addressed. The cluster's role could be to ensure that not any kind of people gets excluded. The overall goal would be to minimize the impact that is generated by the way and means in which they move and to simultaneously give them a clear vision of the mobility modes available to them, of the characteristics and benefits of each one, and information that allows them to manage their needs as efficiently as possible. Supply should be adapted to users needs.

Further activities the clusters need help in are: the implementation of efficient **capacity building activities** and the **promotion** of good practices. Furthermore, it should be kept in mind that also **non-technological innovation** can be important in the field of transport and urban mobility and should therefore be focused by the cluster Mobinov.

NextMove

Pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem

Similar to the results of the interviews from RAI Automotive Industry NL strategy is an important point in NextMoves' ecosystem. The different related **topics are systemic and holistic**. Therefore, governance has an important role in mobility. But, currently private actors are often taking the lead. Furthermore, there is the big challenge that there is on the one hand the clear Green Deal objectives, which are on a global scale and on the other the special need of the citizens as mobility solutions are implemented at a local level. So, it is important that public authorities and the locals stay connected which is often not given.

Also, **user acceptance** is a pain and barrier. After COVID-19 less people are taking public transportation. They need to be attracted to soft and shared mobility solutions to change their habits. One barrier is e.g. having a lot of different systems and paying methods. In addition, it is hard to involve citizens to show them results of new solutions which can harm their acceptance.

Pains and barriers can also be found in the **implementation** of green and climate friendly technologies. E.g. empty buses have to be avoided, services should be optimized with regard to fluidity and availability. Thereby, sufficient and available data as well as data analysis could help.

Another pain and barrier is related to **market entries** and **resource allocation**. Clean innovations are capital intensive and it is not always given that resources are allocated to the most promising and sustainable projects. Especially startups, which work on developing new technologies need financial and material help. Further, disruptive innovations often do not fit in existing ecosystems so developing solutions is hard, particularly keeping in mind that Europe has 27 different markets. Development on a European level seems very ambitious.

Gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem

Mentioned drivers are the general **context** (energy, war, etc.), the amount of good **projects/startups/innovations**, the rising public and corporate **awareness** for the necessity to decarbonize local/ regional public support (e.g. local authorities that are eager to use digital solutions and that encourage intermodality) and also European scale **support** (e.g. EU calls that consider the whole value chain).

Needs

There is the clear need of navigation in the **ecosystem** with its many stakeholders. Objectives need to be aligned and the connection between the different levels (from local to European) has to be kept. Therefore, relations need to be refreshed or new ones need to be established. But also, more **resources** need to be allocated to support innovative and risky innovations (financial and human capital). Services to find suitable subventions and financial support are requested as well as sharing other related information's like publications on EU policies.

Further, it was mentioned that it should be more highlighted what has been done in the territories, **success stories** should be shared and it should be capitalized on previous projects.

With regard to users more/better **incentives** need to be identified and given to reassure that they use new mobility services. Users' mindset and habits need to be changed.

Finally, sufficient and available **data** as well as data analysis are needed to optimize current solutions, for example in operations.

Zone Cluster

Pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem

It was mentioned several times that there is not always the expected **support from decision makers** for new, green technologies (e.g. in terms of financing). Reasons for that are that the benefit of these (such as a new app for public transportation) is hard to measure and that building trust with city representatives to collaborate on such projects is difficult. Cities' support seems to be a major pain in Zone's ecosystem.

Furthermore, companies have the problem of **funding**. They have the feeling that there are many parties interested in products, but actual support/funding is hard to get. Especially with COVID-19 companies have less income and therefore less to spend on climate friendly technologies. As funding is scarce, many companies then relocate to Western Europe or the United States for better opportunities.

In addition, with regard to start-ups that bring up new technical projects and ideas **monetarization** and moving into external (European) **markets** with local ideas is difficult. The main barriers for that are a lack of business knowledge, under-developed entrepreneurship culture as well as the difference in attitude, business culture and the development of the business sector compared to Western Europe.

Gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem

In comparison to the mentioned difficulties start-ups with Hungarian products can also be seen as a driver towards entering the markets, also in Western Europe because Hungarian **development costs are lower**. Furthermore, Hungarian founders have great ideas, especially in technical projects and there is a high level of **technical expertise** (e.g. IT), highly trained engineers are available.

As a main driver stakeholders from the ecosystem also see the changing **expectations from citizens.** When people hear more and more about green technologies, it can be observed that they also expect it in their cities. This then also helps to justify and adapt these from users' perspective.

But also, the good connection of **universities** and later the involvement of corporate partners and state institutions foster the development of green and climate friendly technologies for the city ecosystem.

Needs

As such connections are an important driver, Zone's stakeholders request an even closer collaboration between the cluster and the university (networking and projects) to explore new possibilities. These **collaborations** should also be based more on market cases.

Furthermore, some ideas have been given on how to enhance professional cooperation in the ecosystem by bracketing out the conflicts that arise from political interests. The ecosystem should support a change in attitude towards going to international markets, a change in attitude towards investment and funding, a change in mind-set in how people see entrepreneurship as a full-time job and a change in education to better support business ideas.

Finally, it was mentioned that **training** on further topics, such as marketing in the non-profit sector, would be helpful.

Conclusion

In conclusion, 27 interviews have been carried out with stakeholders, covering the quadruple helix (science, policy, industry, and society). Insights of pains, gains, drivers and barriers concerning the development of green and climate friendly technologies for city ecosystems have been gathered. In addition, the needs of cluster stakeholders, especially SMEs, have been analysed with the aim to assess what they need to be able to connect to cities and to deliver better technologies in the field of green and climate friendly technologies to city ecosystems.

The main gains and drivers concerning the development of green and climate friendly technologies for the city ecosystem can be summarized as:

- Climate change and the related (urban) climate goals
- Intrinsic motivation of science, policy, and industry to make lives more liveable and to protect following generations
- Emerging profit options for companies
- Common understanding of the importance of collaboration
- Highly educated pool of people

The main pains and barriers concerning the development of green and climate friendly technologies for the city ecosystem can be summarized as:

- Supporting political framework (not only on European level, but also on regional and local level)
- Concrete funding strategies (also from political side) to decrease investment risks and enable the implementation of new solutions
- Identification of niche markets with high potential for making city ecosystems greener and more climate friendly
- Implementation of „technological" ecosystems to ensure the integration of various technologies, interoperability, and scalability
- Providing of sufficient data and information for development of new solutions but also to ensure optimization in operation

Based on these insights cluster members mentioned various needs.

Clusters need to get even more involved as **mediator** between science, policy, industry, and society. Science and industry need more support regarding finding funding opportunities and partners. Then decision makers need to be worked together to make them elaborate what kind of projects they are willed to support to make the local ecosystems more green and climate friendly. It must be worked out what the European targets related to green and climate friendly technologies mean in concrete terms at the regional local level. In the best case, this is then also reflected in funding programmes. Clusters then need to support with the whole process of identification and application for these funding programmes. Later during implementation phases, clusters should further connect stakeholders to improve interoperability. Furthermore, a lot of work must be done to improve users acceptance.

A lot of educational and promotion work is needed to showcase best practices and therefore benefits of them to make decision makers and users aware of the benefits. Citizens need to be focused on by educating them to make these new solutions also understandable for people with low technical literacy. Also, capacity building should be focused on to better support the industry, e.g. start-ups need support in business knowledge. Educational work is needed to foster a culture of sharing and openness

towards these new solutions. Old ways of silo thinking needs to be broken down and cooperation (also supraregional) boosted.

In summary, clusters need to strengthen their networking activities to better mediate between the various ecosystems stakeholders.

Overall, this report is the baseline for our next steps in reviewing the cluster management processes and later developing the clusters' individual management processes further to better fulfil the identified needs of cluster members.

Annex

Annex 1: Survey-template

REMOBILISE 2022 - Analysis of the local urban mobility ecosystem

Fields marked with * are mandatory.

Disclaimer

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REMOBILISE

We are **five clusters based in five different countries**: France (NextMove), Germany (Cluster Mobility & Logistics), Hungary (Zone Cluster), the Netherlands (RAI Automotive Industry NL) and Portugal (Mobinov).

We are **REMOBILISE**.

REMOBILISE (stands for REgrouping MOBILIty clusters to develop Skills and Exchange) is a 24-months project pursuing the overall objectives of **strengthening cluster management excellence** while **facilitating strategic connections between clusters and specialised ecosystems across Europe**.

By developing new competences, innovative services, competitive networks and resource-efficient solutions, clusters will better support the scaling-up of European ecosystems and cities during the project and in the long run, notably by boosting the competitiveness of European SMEs.

Therefore, this interview is the **baseline for our future activities** within the project. The REMOBILISE partnership is searching on a precise manner on the kind of services and possibilities of collaboration to **provide professional services to our ecosystems and cities**, notably our SMEs, and to **generate cross-sectorial European value chains in the mobility sector**.

So, thank you for supporting us by giving us an insight in your pains, gains, drivers and barriers concerning the developement of green and climate friendly technologies for the city ecosystem and your needs regarding our cluster services.

To allow a deeper analysis, we'd like to ask you first to provide some information about your structure.
Keep in mind, if we ask questions regarding you, please refer in your answers to your organisations point of view.

PART1: ORGANISATION INFORMATION

Task 2.1, Task 2.2 and Task 3.1

* Organisations' name

* Contact in REMOBILISE

- [ ] Cluster Mobility & Logistics
- [ ] Mobinov
- [ ] NextMove
- [ ] RAI Automotive Industry NL
- [ ] Zone Cluster

* Location (country, region, city)

* Type of entity

- ( ) Public/ Regional Authority
- ( ) SME
- ( ) Knowledge Institution
- ( ) Civil Organisation (citizen's perspective)
- ( ) Scaling-up Support Organisation
- ( ) Other*

*Other type of entity

PART2: ANALYSIS OF THE LOCAL URBAN MOBILITY ECOSYSTEM

How do you see **your role** in the local urban mobility ecosystem?

Task 3.1

Who do you **interact** with in the local urban mobility ecosystem? Why and how do you interact with them?

Task 3.1

What are your **pains and gains** concerning the development of green and climate friendly technologies for the city ecosystem?

Task 2.1

What are the **drivers and barriers** concerning the development of green and climate friendly technologies for the city ecosystem?

Task 2.1

What **added value/benefit** does your organisation derive from the local ecosystem? How does the local ecosystem help your organisation to make urban mobility more sustainable and safe?

Task 3.1

How does your organisation contribute to bring the vision of safe and sustainable urban mobility into reality (in line with Sustainable Urban Mobility Plans – SUMP)? What are your **main actions**?

Task 3.1

What **information, services and/or goods** do you **provide** others in the local ecosystem?

Task 3.1

What **information, services and/or goods** do you **use** from others in the local ecosystem?

Task 3.1

What are the **key functions of the local urban mobility ecosystem** from your point of view? What makes the local ecosystem (un-)successful in the sense of advancing sustainble and safer urban mobility together?

Task 3.1

What needs to be done to take **more advantage** out of the local ecosystem?

Task 2.1 and 3.1

PART3: ANALYSIS OF NEEDS - CLUSTER SERVICES

Task 2.2

What cluster service do you already know?

- ☐ Networking activities (e.g. ClusterXchange programme, Pitching events, Working Groups)
- ☐ Initiating innovation networks/ platforms/ projects
- ☐ Info and consulting regarding R&D funding
- ☐ Trainings (e.g. Softskills, professional development, writing project proposals)
- ☐ Participation in trade fairs and organisation of congresses
- ☐ Recruiting support
- ☐ Marketing & PR (e.g. Newsletter, Website, Social media, Press releases, Flyer, Podcasts)

Task 2.2

How often has your organisation already used each service?

	never	rarely	occasionally	often	very often
Networking activities	○	○	○	○	○
Initiating innovation networks/ platforms/ projects	○	○	○	○	○
Info and consulting regarding R&D funding	○	○	○	○	○
Trainings	○	○	○	○	○
Participation in trade fairs and organisation of congresses	○	○	○	○	○
Recruiting support	○	○	○	○	○
Marketing & PR	○	○	○	○	○

Task 2.2

How important is each service for you?

	1 (low)	2	3	4	5 (high)
Networking activities	○	○	○	○	○
Initiating innovation networks/ platforms/ projects	○	○	○	○	○
Info and consulting regarding R&D funding	○	○	○	○	○
Trainings	○	○	○	○	○
Participation in trade fairs and organisation of congresses	○	○	○	○	○
Recruiting support	○	○	○	○	○
Marketing & PR	○	○	○	○	○

Task 2.2

Rate each service. Please tik the box of the rating indicator if you consider it as applicable!

	efficient	easy to claim	quick and flexible to claim	important for developing green & climate friendly technologies	benefit recognizable	visibility recognizable
Networking activities	☐	☐	☐	☐	☐	☐
Initiating innovation networks/ platforms/ projects	☐	☐	☐	☐	☐	☐
Info and consulting regarding R&D funding	☐	☐	☐	☐	☐	☐
Trainings	☐	☐	☐	☐	☐	☐
Participation in trade fairs and organisation of congresses	☐	☐	☐	☐	☐	☐
Recruiting support	☐	☐	☐	☐	☐	☐
Marketing & PR	☐	☐	☐	☐	☐	☐

Task 2.1 and Task 2.2

Table

	What do you like/ dislike about the service?	Why is this service important/ less important for you?	What could we improve?
Networking activities			
Initiating innovation networks/ platforms/ projects			
Info and consulting regarding R&D funding			
Trainings			
Participation in trade fairs and organisation of congresses			
Recruiting support			
Marketing & PR			

What cluster services you are **missing**? How could we help you further to develop green and climate friendly technologies for city ecosystem?

Task 2.1 and Task 2.2

Thank you for participating.
With your help, we can pursue the overall objectives of strengthening our clusters' management skills, providing professional services to our ecosystems, especially SMEs, and generating cross-sectorial and cross-border European value chains in the urban mobility sector.

We would like to keep you informed of the results of this survey. If you find this interesting, please enter your contact information below and you will receive the report in due course.
(name, surname, e-mail address, phone number)

* Furthermore, a **follow-up investigation** will start, for which we would like to hear your opinion again. May we approach you for this?

- ○ Yes
- ○ No

Submit

Remobilise Partners

NextMove (France): Since 2006 NextMove brings together and supports mobility players in the Normandy and Paris area regions: manufacturers or service companies, SMEs, start-ups, public institutions, territories, research and training players. With more than 600 members, NextMove is one of the largest French communities in product and service innovation in the field of mobility. Their objective: foster the funding of R&I projects and collaborative business for their members and build the "Mobility Valley", a European and International reference of innovative and responsible mobility for the future.

Cluster Mobility and Logistics (Germany): In the age of electromobility and IT logistics, the cluster works with their partners and members to find intelligent answers to upcoming social and technological challenges. Through broad networking, mediation of project partners, contacts to international networks and the initiation and promotion of research projects, they sustainably shape the innovation fields of mobility and logistics. The Cluster Mobility & Logistics based in the TechBase Regensburg is managed by R-Tech GmbH, a subsidiary of the city of Regensburg.

Zone Cluster (Hungary): Created in 2018, Zone Cluster is a recent cluster which aims to become a significant European professional base for the future mobility solutions and infrastructures development. The activity of the cluster is focused on Hungary, but with involving regional (Hungary, Austria, Croatia, Slovenia) countries and European Union countries as well. It has encountered a major success being part of the EIT Urban Mobility.

RAI Automotive Industry NL (Netherlands): Created in 2011, since 2020 part of the RAI Association. Cluster organisation RAI Automotive Industry NL is the leading authority in Dutch automotive manufacturing and supply chain industry, focusing on global automotive and mobility solutions by joining forces with industry members and stakeholders and acting as a catalyst in the fields of innovation and education.

Mobinov (Portugal): Created in 2016, Mobinov is an automotive cluster aiming to foster the growth of the national automotive sector through mobilizing initiatives and projects that enhance competitiveness, innovation, and increased added value for its members. It has 69 members, including 32 SMEs.