

Hot desk and facility sharing guidelines

November 14th, 2022



SME
CLUSTER
GROWTH
EMPOWERED ENGINEERING

The logo for SME Cluster Growth features the letters 'SME' in a large, bold, teal font. Below 'SME', the words 'CLUSTER' and 'GROWTH' are stacked in a smaller, purple font. At the bottom, the tagline 'EMPOWERED ENGINEERING' is written in a very small, grey font. The logo is centered within a white square that is part of a larger graphic design consisting of vertical bars of varying heights and colors (teal and purple) on a dark purple background.



Connecting clusters

SME Cluster Growth project invites European engineering SMEs to explore ways of connecting within our cross-cluster network.

Our unique European network of high-trust partners is your launchpad to scale your operations with access to locations across Europe.

This guideline helps both SMEs and host destinations to organize the activity.

Smart Manufacturing & Digitalisation / MTU



Digitalization of industry / Crazy Town

Smart Energy / UAH



Sustainable Growth / IMTBS



Big Data for Industry 4.0 / UNIBO



ICT & AI / ITU



Smart City / UMA



Process from SME point of view: How to access European clusters in six steps?



1. Participate in a mobility event OR contact your local SME Cluster Growth partner

Your local project partner can help you access the offering.



2. Select the destination that suits your need

We connect you to a partner network of seven unique destinations across Europe, each focusing on a certain theme.



3. Arrange a visit with the host

Contact the host organization 4 weeks in advance. Your host helps you make the most of your visit with introductions to the right contacts.



4. Access the location physically or virtually

You have access to facilities* at the host destination for working, meetings, events and other activities. It's a temporary homebase for your business. We also help with online matchmaking, if you wish to visit the location virtually first.



5. Expand your network with high-trust connections

You have an opportunity to connect and collaborate with the destination's cluster organisations, universities and companies. Being affiliated with SME Cluster Growth builds trust.



6. Scale your business

After your visit, the host and your local SME Cluster Growth representative help you to plan the next steps.

You are free to pursue any kind of business / project cooperation with the destination.

* Services vary depending on the location



1. Participate in a mobility event OR Contact your local SME Cluster Growth partner

Your local project partner can help you access the offering.

Before the visit: An SME becomes interested

An SME participates in project activities (training, mobility event) and finds out about the opportunity; OR the opportunity is promoted to them by a local partner.

Local partner assists SME by providing information about the opportunity.



2. Select the destination that suits your need

We connect you to a partner network of seven unique destinations across Europe, each focusing on a certain theme.

Before the visit: SME selects a destination with a theme that matches their interest

Different destinations have their own themes:

- Spain (Madrid): Smart energy
- Ireland: Smart Manufacturing & Digitalisation
- Italy: Big Data, Industry 4.0
- Spain (Malaga): Smart City and IT
- France: Sustainable Growth
- Finland: Digitalization of industry
- Turkey: ICT & AI

Local partner helps SME to identify the most suitable destination for them.

Local partner can work as an intermediary for additional information from the destination, or to help set up an online meeting between the destination and SME in order to find out more about the opportunities.



3. Arrange a visit with the host

Contact the host organization 4 weeks in advance. Your host helps you make the most of your visit with introductions to the right contacts.

Before the visit: Arranging the visit

Having confirmed the suitability, the SME contacts the destination and local host to arrange the visit.

Local host goes through the needs of the visiting SME, e.g. what type of meetings it would be interested in having and with whom. Local host helps by providing introductions to potential contacts.

This activity may include virtual meetings and matchmaking in advance.

Any arrangements concerning a physical visit should be made 4 weeks prior to the arrival to confirm availability.



4. Access the location physically (or virtually)

You have access to facilities* at the host destination for working, meetings, events and other activities. It's a temporary homebase for your business. We also help with online matchmaking.

* Facilities may vary depending on the location chosen.

During the visit: SME arrives to the site / Connects virtually

Upon arrival to the destination, SME receives a tour of the location and is informed about how to use the premises.

Alternatively, SMEs may first "access the location virtually" before deciding to do a physical visit. This virtual visit includes more extensive online introductions to the ecosystem and players.



5. Expand your network with high-trust connections

You have an opportunity to connect and collaborate with the destination's cluster organisations, universities and companies. Being affiliated with SME Cluster Growth builds trust.

During the visit: Networking and meetings with local actors

During their stay, the visiting SME meets local cluster organizations, businesses, universities, etc.

Host / local partner may offer complementary services for visiting SMEs (either free of charge or for additional cost), such as networking activities, or extended access to the space.



6. Scale your business

After your visit, the host and your local SME Cluster Growth representative helps you plan the next steps.

You are free to pursue any kind of business / project cooperation with the destination if you so desire.

After the visit: Debrief

Local SME Cluster Growth partner / the host organization have a debrief about the results of the visit to see how they can assist the visiting SME with potential next steps.

The SME is always free to pursue any kind of activity with the destination and its players, if it wishes so. This happens beyond the scope of the “hot desk and facility sharing” arrangement.