



# THE NEXT SOCIETY

Cluster Booster Track  
Call for European mentors

## The Cluster Booster Track

### Call for European Mentors

#### What is mentoring?

“Mentoring is a system of semi-structured guidance whereby one person (the mentor) shares their knowledge, skills and experience to assist another person (the mentee) to progress “[...].

“Mentoring is more than ‘giving advice’, or passing on what your experience was in a particular area or situation. It's about motivating and empowering the other person to identify their own issues and goals, and helping them to find ways of resolving or reaching them - not by doing it for them, or expecting them to ‘do it the way I did it’, but by understanding and respecting different ways of working.” [...]

During the mentoring relationship, mentors will thus also learn from mentees and develop new ways of approaching a specific issue. So that mentoring is “a chain for ‘passing on’ good practice so that the benefits can be widely spread”.<sup>1</sup>

#### About THE NEXT SOCIETY and the Cluster Booster Track

THE NEXT SOCIETY is an open community of change makers engaged in innovation and economic development. It brings together entrepreneurs, investors, corporates, NGOs, public and private innovation, research and economic development hubs from Europe and the Mediterranean countries. It already gathers a large network of over 300 business & innovation, research and investment organisations, 2,500 international SMEs and entrepreneurs from 30 countries. In 2017, THE NEXT SOCIETY has launched a four-year action plan co-funded by the European Union, which impacts several levels of the innovation ecosystem, including clusters.

Thus, the Cluster Booster track is the special programme launched by THE NEXT SOCIETY, which targets clusters. It is an exciting peer-to-peer learning and booster programme that helps South-Med cluster managers (from Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine\*, Tunisia) to improve their management skills, multiply their business opportunities and open new channels of inter-clustering collaboration at national and international levels.

In the framework of the Cluster Booster Track, 26 South-Med cluster managers will benefit from a special cluster mentoring programme that aims to deepen cluster management issues with an experienced peer from Europe in a win-win approach.

#### The mentoring programme of the Cluster Booster Track

This programme is based on the matching of

- experienced European cluster practitioners (cluster managers or cluster management experts) willing to develop inter-cluster cooperation and share successful experiences, *the mentors*,
- with 26 selected South-Med cluster managers interested in peer feedback, *the mentees*.

<sup>1</sup> Source: University of Cambridge, Personal and Professional Development, What is mentoring?

\*This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue



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## Beneficiaries

Mentoring is reserved to the 26 South-Med cluster managers (from Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine\*, Tunisia) selected to benefit from the Cluster Booster Track activities (The list of the selected South-Med clusters is provided in Annex I). The purpose of the mentoring programme is to deepen the cluster management issues identified during an initial needs assessment ([Needs Diagnosis](#) process) and during training activities proposed by the track ([Benchmarking visits and Training](#)).

## Who can apply

The call is open to all European cluster managers (or cluster management experts<sup>2</sup>) willing to share their experience and offer support to mentees. For applicants, mentoring will be an opportunity to reflect on their own practice and gain new perspective on their organisation as well.

## Objective

The aim of the mentoring activity is therefore twofold: on the one side, support the development of cluster management practices, and, on the other side, provide inspiration for new business ideas and cooperation opportunities.

## Areas of knowledge

Please find below a non-exclusive list of knowledge areas and competences that you can offer to share through the Cluster Booster Track mentoring programme:

- Cluster strategy
- Financing model – sustainability
- Communication strategy & branding
- Member engagement
- Service portfolio
- Governance of the cluster
- Management and development of the cluster management team
- Monitoring, evaluation and impact
- Cross-sector cooperation and inter-clustering (both at national and international level)
- Other topics (preferably related to cluster management)

## How to apply and deadline for submission

European cluster managers (or cluster management experts) interested in becoming a mentor must fill the application form and submit it electronically by end of day (CET) on the 15/03/2019 at the latest to [sara.botti@franceclusters.fr](mailto:sara.botti@franceclusters.fr).

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<sup>2</sup> Experts in cluster management must have either a professional experience of at least 5 years in management of a cluster organization; or a strong experience in strategic counselling/support to the development of cluster organizations in the past 5 years. Evidence of the expertise must be included in the application form ("Experience in cluster management" section).



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## Practical information for EU mentors

Selected mentors will be coached by an expert in cluster mentoring who will provide its guidance and support through dedicated documentation and a specific working group set up for this purpose on [i-Community](#), the collaborative network of South-Med cluster managers, their teams and their European peers. The overall mentoring activity will be supervised by the Cluster Booster Track coordination team, who will equally assign the mentees to the suitable mentors according to the needs of support and common interests.

The mentoring programme is limited to 32 hours per mentee (EU cluster managers/experts might mentor various MENA managers).

Each couple will have from 6 to 12 months to perform the exchanges. The period of time will be agreed with the Cluster Booster track coordination team before the starting of the activity.

The dates and places of the meetings will be agreed directly between mentors and mentees and can be organized remotely.

At the end of the activity, the mentor will be in charge of preparing a short mentoring report with regards to the main topics discussed during the interviews, the progress achieved by the mentee and the main outcomes of the mentoring relationship (a template will be provided. The report must be drafted in English).

### Financial contribution

The financial contribution for mentors is limited to maximum EUR 3,100 (VAT excluded)/per mentee. Applicants must provide their quotation in the application form.

## Contacts for the coordination of the Cluster mentoring programme

If you have questions regarding this call, you may contact:

- Sara Botti, Europe and International project officer at France Clusters  
Email: [sara.botti@franceclusters.fr](mailto:sara.botti@franceclusters.fr)  
Tel: +33 (0)4 72 91 27 07

## Annex I

### Beneficiaries of the Cluster mentoring programme

Name of the cluster	Cluster theme/industrial sector(s)	Country	ECCP Profile or website
Algeria Digital Cluster	ICT	Algeria	<a href="https://www.facebook.com/AlgeriaDigitalCluster/">https://www.facebook.com/AlgeriaDigitalCluster/</a>
Egypt Renewable Energy Cluster Initiative (ECEI)	Energy, Environment	Egypt	<a href="http://www.ereci.eu/en/">http://www.ereci.eu/en/</a>
Borg-AI Arab innovation cluster	ICT	Egypt	<a href="https://borgalarabcluster.org/about-ici/">https://borgalarabcluster.org/about-ici/</a>
Assuit innovation cluster (to be confirmed)	ICT	Egypt	<a href="http://tiiec.gov.eg/en-us/innovation-cluster/pages/default.aspx">http://tiiec.gov.eg/en-us/innovation-cluster/pages/default.aspx</a>
INTAJ	ICT	Jordan	<a href="http://intaj.net/">http://intaj.net/</a>
Oasis500	Food industry, ICT	Jordan	<a href="http://oasis500.com/">http://oasis500.com/</a>
Beirut Creative Cluster	Creative and digital Industries	Lebanon	<a href="https://www.clustercollaboration.eu/cluster-organisations/beirut-creative-cluster">https://www.clustercollaboration.eu/cluster-organisations/beirut-creative-cluster</a>
MENARA Cluster	Agricultural Inputs and Services, Biopharmaceuticals; Bio-pharmaceuticals, Digital Industries	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/cluster-menara">https://www.clustercollaboration.eu/cluster-organisations/cluster-menara</a>
AGRINOVA	Food industry, Health, Biotechnologies, Wellness industry	Morocco	<a href="https://agrinova.ma/?start=6">https://agrinova.ma/?start=6</a>
Moroccan Solar Cluster	Electric Power Generation and Transmission, Lighting and Electrical Equipment; Environmental Industries	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/solar-cluster">https://www.clustercollaboration.eu/cluster-organisations/solar-cluster</a>
Electronic and Mechatronic Cluster of Morocco (CE3M)	Distribution and Electronic Commerce, Electric Power Generation and Transmission; Mobility Technologies	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/ce3m">https://www.clustercollaboration.eu/cluster-organisations/ce3m</a>
Cluster of Moroccan Technical Textiles (C2TM)	New materials, Chemical industry	Morocco	<a href="http://c2tm.ma/">http://c2tm.ma/</a>
CISE	Environmental Services; Environmental Industries	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/cluster-industriel-pour-les-services-environnementaux">https://www.clustercollaboration.eu/cluster-organisations/cluster-industriel-pour-les-services-environnementaux</a>



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Name of the cluster	Cluster theme/industrial sector(s)	Country	ECCP Profile or website
Moroccan Denim Cluster	Apparel	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/moroccan-denim-cluster">https://www.clustercollaboration.eu/cluster-organisations/moroccan-denim-cluster</a>
Maroc Numeric Cluster	Information Technology and Analytical Instruments; Digital Industries	Morocco	<a href="https://www.clustercollaboration.eu/cluster-organisations/maroc-numeric-cluster">https://www.clustercollaboration.eu/cluster-organisations/maroc-numeric-cluster</a>
House of Furniture	Furniture, Wood Products/Creative industries	Palestine*	<a href="https://www.clustercollaboration.eu/cluster-organisations/house-furniture">https://www.clustercollaboration.eu/cluster-organisations/house-furniture</a>
Tourism & Arts Jerusalem (TAJ)	Tourism	Palestine*	<a href="http://www.jerusalem taj.org/en/article/32/TAJ-Cluster">http://www.jerusalem taj.org/en/article/32/TAJ-Cluster</a>
Hebron leather and Shoe Cluster	Footwear; Tanned leather process/ Leather Technology, Textile fibres	Palestine*	<a href="https://www.clustercollaboration.eu/cluster-organisations/hebron-leather-and-shoe-cluster">https://www.clustercollaboration.eu/cluster-organisations/hebron-leather-and-shoe-cluster</a>
Date and Palm Cluster	Agricultural Inputs and Services, Food Processing and Manufacturing	Palestine*	<a href="https://www.clustercollaboration.eu/cluster-organisations/dates-palms-cluster">https://www.clustercollaboration.eu/cluster-organisations/dates-palms-cluster</a>
Stone & Marble Cluster	Manufacture of mineral products	Palestine*	<a href="http://pal-cluster.ps/page.php?id=17733y96051Y17733">http://pal-cluster.ps/page.php?id=17733y96051Y17733</a>
Pole de compétitivité de Bizerte	Food industry	Tunisia	<a href="http://www.pole-competitivite-bizerte.com.tn/index.php?code_menu=4">http://www.pole-competitivite-bizerte.com.tn/index.php?code_menu=4</a>
Cluster Mecatronic Tunisie	Mechatronics	Tunisia	<a href="http://jamaity.org/association/association-cluster-mecatronic-tunisie/">http://jamaity.org/association/association-cluster-mecatronic-tunisie/</a>
Cluster North-West Olive Oil	Food Processing and Manufacturing	Tunisia	<a href="https://www.clustercollaboration.eu/cluster-organisations/cluster-huile-dolive-du-sud-ouest">https://www.clustercollaboration.eu/cluster-organisations/cluster-huile-dolive-du-sud-ouest</a>
Cluster Primeurs du Sud	Agricultural Inputs and Services; Advanced Packaging, Experience Industries	Tunisia	<a href="https://www.clustercollaboration.eu/cluster-organisations/primeurs-du-sud">https://www.clustercollaboration.eu/cluster-organisations/primeurs-du-sud</a>
Cluster Dates & Palms (Tunisia)	Agricultural Inputs and Services, Food Processing and Manufacturing	Tunisia	<a href="https://www.clustercollaboration.eu/cluster-organisations/cluster-dates-palms">https://www.clustercollaboration.eu/cluster-organisations/cluster-dates-palms</a>
Sahel Technical Textile Cluster (2TS)	Technical textiles	Tunisia	<a href="https://www.clustercollaboration.eu/cluster-organisations/cluster-de-textile-technique-2ts">https://www.clustercollaboration.eu/cluster-organisations/cluster-de-textile-technique-2ts</a>

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