

THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

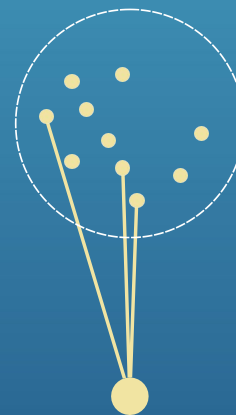
THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES. OVERVIEW

Today, we present to you the **clustering activity** in the framework of the overall Amplification Room of the Mission for Natural Heritage.

Through the **clusters**, the Thematic Projects' solutions will be tailored to fit transfer opportunities. By building sectoral multi-actor platforms, we will facilitate synergic co-operations and knowledge sharing to tackle concrete challenges.

WORKING GROUP



CLUSTER



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

THE AMPLIFICATION ROOM

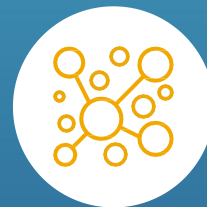
CLUSTERS AND CLUSTERING ACTIVITIES. WHAT IS A CLUSTER?



A small working group with concrete objectives, answering to a specific question, need or issue in the community.



Clusters are result-based, have a start and end date, and a specific roadmap of activities.



Clusters are described in a summary factsheet and reported to the CoP.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES. WHAT OBJECTIVES DO CLUSTERS HAVE?

- ✓ The main objectives of the clustering activities are **transference and adoption** of concrete TP results.
- ✓ The clusters aim to respond to specific needs within the community, creating a tailored environment.
- ✓ There are 3 main types of clusters: geographical with a networking focus, thematic with a transference focus, and a peer to peer review focus. Other clustering outcomes might be answering a specific problem, adopting a concrete solution, and feeding the policy statements built within the WGs.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES. WHO PARTICIPATES?

The **whole CoP is welcome** to participate and foster the creation of clusters.

This includes **C4N, D4N, APs, TPs, TPs' APs**, and anyone you consider relevant to join as an **external partner** can be invited into a cluster.

Each cluster will be followed up and led by a M4N partner to ensure the correct development of the process.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES. WHEN AND WHY TO CLUSTER?

WHEN?

Clusters are open for adjustment according to the participants' needs and the given cluster topic. In practice, a cluster can be as short as one day, if the work can be finalised within this period, or as long as the overall length of a project, if the cluster has more stages and/or there is a certain deadline involved.

WHY?

It's not mandatory to participate in a cluster, this activity aims to address concrete needs, boost opportunities and engage motivated people from our CoP.

Clusters aim to create the environment we need to work hands-on specific issues that can not be tackled in big groups.



Natural
heritage

Interreg
Euro-MED

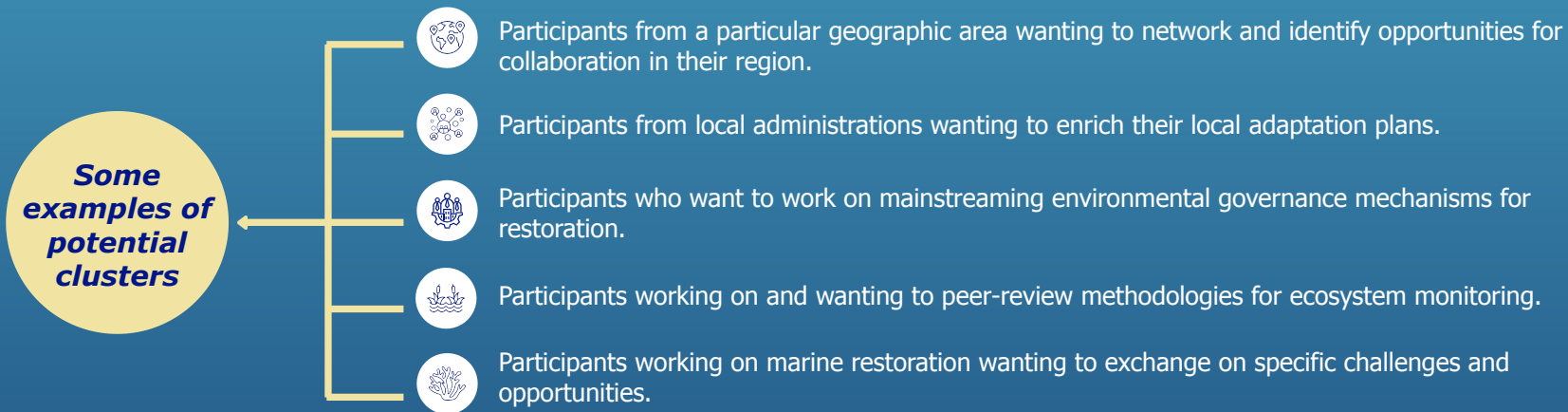


Co-funded by
the European Union

THE AMPLIFICATION ROOM

CLUSTERS AND CLUSTERING ACTIVITIES, GEOGRAPHICAL AND THEMATIC CLUSTERS

* Participants: PP, AP TP & External partners



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union



THANK YOU!



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union



CRM TOOL



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





CRM tool

A **Customer Relationship Management platform (CRM)**, a system that helps us manage interactions with current and potential partners.

Essentially, it's a central location to store contact, project and mission data, track interactions, and improve relationships which can lead to an overall mission growth.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





What we have

Currently

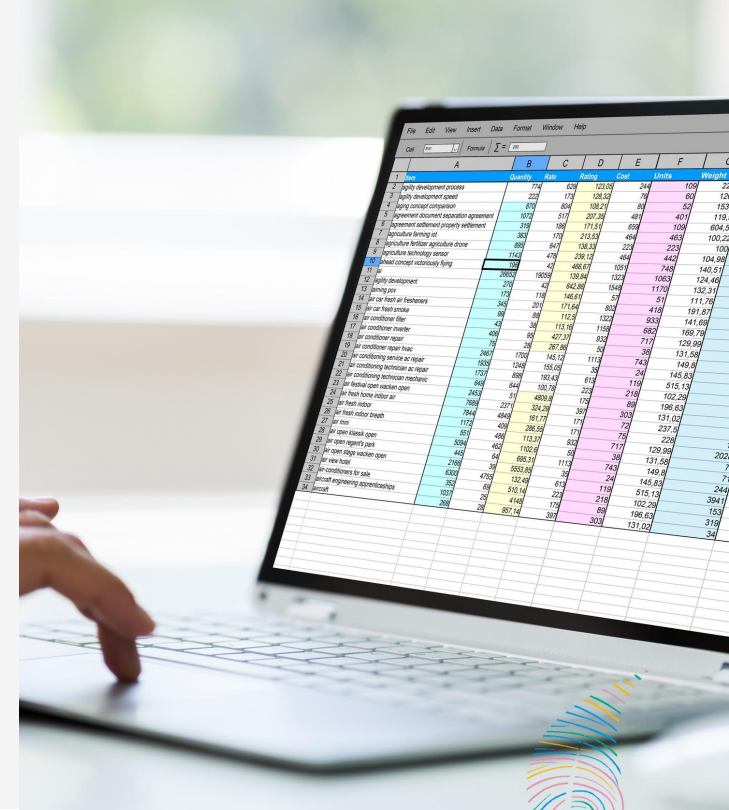
Spreadsheets

- No way to get any meaningful insight on how are our partners interacting with the various, simultaneous project activities.

The information is decentralised, spreaded out through many files, not providing a clear visualisation on how our

- partners and contacts are interacting with each others.

Because of the complexity of the distribution of these files, it is not maintainable.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM



Union for the Méditerranéan
Union pour la Méditerranée
الاتحاد من أجل المتوسط



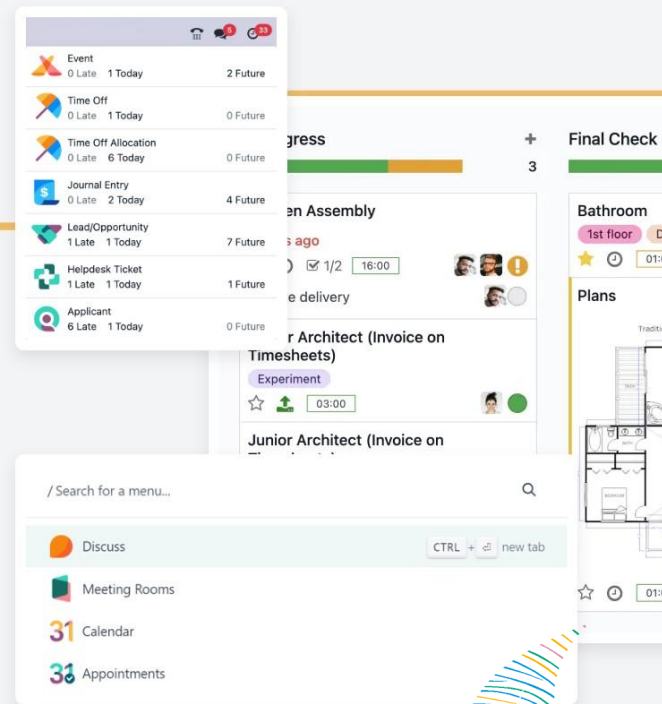


What we have

Market alternatives

Odoo and ERPNext

- Business oriented CRM, very focused on managing customers. They provide a very good insight and Sales pipeline management, tracking the progress of a customer from starting as a lead, throughout of turning it into a sale, including all the interactions, issues, support.
- They are very tight coupled to the idea of a business orientation process which does not fit our necessities.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





What we have

Market alternatives

CiviCRM

- Non profit oriented CRM, a more fitting solution to our problem, with many of the features we've identified as required. It has a focus on fund raising, membership payments and advocacy campaigns. The downsides of it would be the maintainability required in order to adapt it to our needs, and keep it's compatibility and integration over the future.



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM

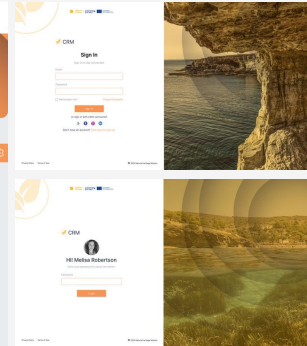
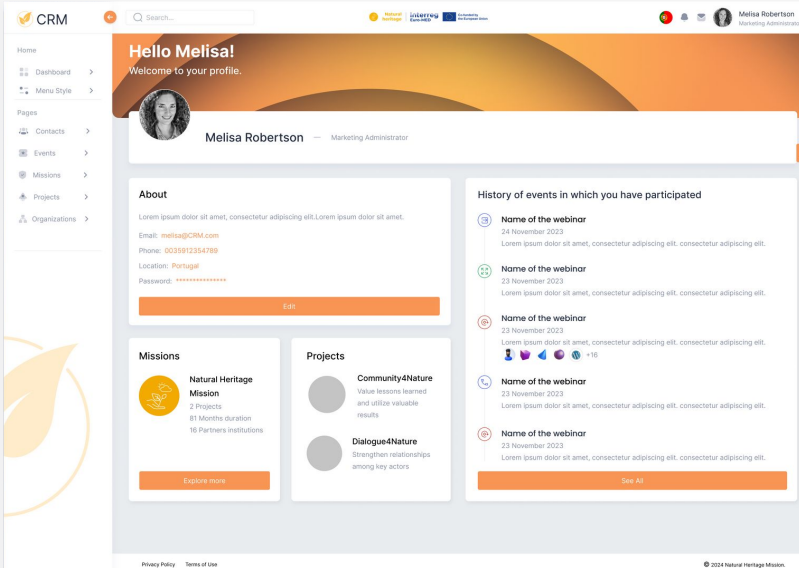
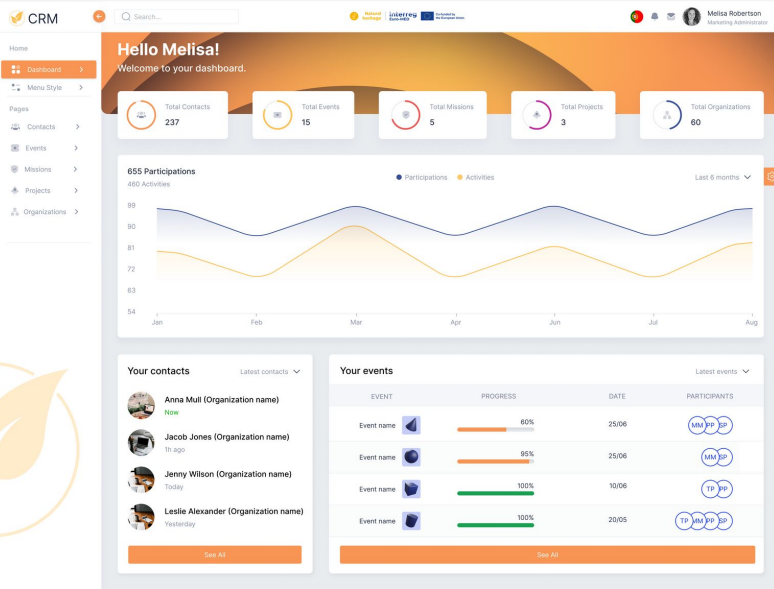


Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





What we want to achieve



Natural heritage

Interreg Euro-MED



Co-funded by the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





What we want to achieve

The screenshot shows the CRM Events page. The header includes the CRM logo, a search bar, and user information for Melissa Robertson. The main content area is divided into three sections: 'Upcoming events' with a 'Web Workshop in 2 days' card, 'All events' with a list of webinar entries, and a 'Calendar' for July 2024 showing an 'All day Event' on Thursday. A sidebar on the left contains navigation options like Home, Dashboard, Menu Style, Pages, Contacts, Events, Missions, Projects, and Organizations. The footer contains 'Privacy Policy', 'Terms of Use', and '© 2024 Natural Heritage Mission'.

The screenshot shows the CRM Organizations page. The header is identical to the Events page. The main content area features an 'Organizations list' table with columns for Organization, Country, Email, Number, and Mission. Below the table is a 'See All' button. To the right, there is a 'More engaged organizations' section with a list of organization cards. A sidebar on the left is identical to the Events page. The footer contains 'Privacy Policy', 'Terms of Use', and '© 2024 Natural Heritage Mission'.

ORGANIZATION	COUNTRY	EMAIL	NUMBER	MISSION
Organization name	Country	robertwilson@example.com	123456789	🟡
Organization name	Country	robertwilson@example.com	123456789	🟡
Organization name	Country	robertwilson@example.com	123456789	🟡
Organization name	Country	robertwilson@example.com	123456789	🟡
Organization name	Country	robertwilson@example.com	123456789	🟡
Organization name	Country	robertwilson@example.com	123456789	🟡



Natural heritage

Interreg Euro-MED



Co-funded by the European Union

A project labelled by the UfM

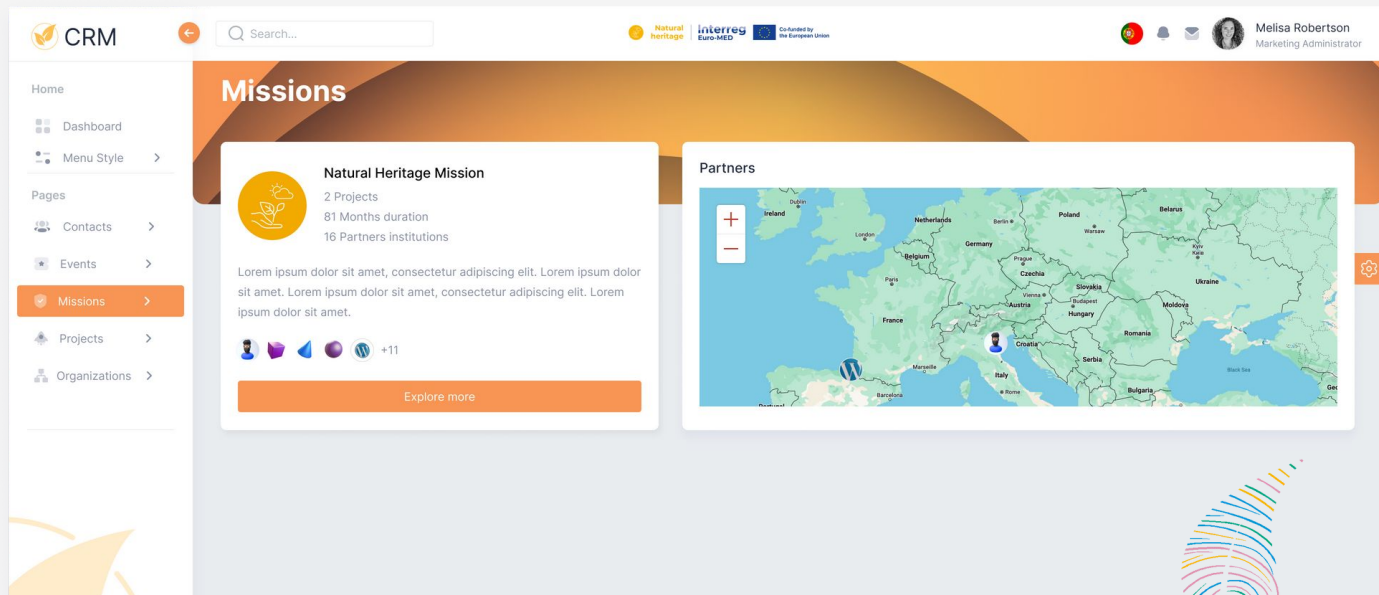
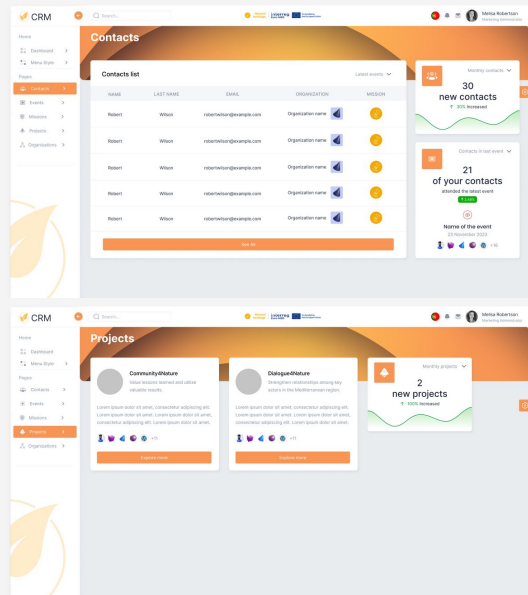


Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





What we want to achieve



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط





Registration

natural-heritage.irradiare.eu/#/register



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



Mapping our community IRRADIARE

VIDEO



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM



Geo-Clustering Exercise

Who is working on what in your country?



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



A project labelled by the UfM

Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



**Annual
Institutional
Dialogue**



Thematic Projects Marketplace

You have 2 hours to discover all Thematic Projects of the Natural Heritage Mission, identify potential synergies and opportunities for collaboration, and link up as a community!



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**



Thematic Projects Marketplace

You have 2 hours

14 stands: 13 Thematic Projects + 1 Mission common timeline of events

13 rounds

8 minutes per round



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**



Thematic Projects Marketplace

Instructions for TPs

1. Find your stand.
2. Designate a delegate or two to stay at your stand. They will present the project to the visitors in each round.
3. The rest of project partners, move to the next stand clockwise. This will be your destination for the first Marketplace round.
4. When you arrive to a new stand, you should take a new reporting file from the stand's table.



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**



Thematic Projects Marketplace

Instructions for TPs

5. Let the people from the stand introduce their project and ask them relevant questions to identify potential synergies with yours.
6. Note them on the reporting file and, when the bell rings, give the file back to the people from the stand and move to the next stand clockwise.
7. For those staying at the stand, please make sure the reporting is correctly managed.
8. At the end of all rounds, all TPs should give the reporting files they collected to me!



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**

(project) visits the stand of
(project).

Name:

Organisation:

Core / Thematic work

- Same thematic area ▶ Which one? _____
- Complementary expertise? _____
- Same environment ▶ Which one? _____
- Same tools / approach ▶ Which one? _____
- Interest in a pilot / case study ▶ Which one? / How to contribute? _____

Results / Outputs

- To share (within your networks) _____
- To adopt (within your project or organisation) _____
- To create a new project/identify new funding opportunities _____
- Other _____

Policy / Advocacy

- Same target groups _____
- Same level (local / regional / national) _____
- Same countries _____

Educational programs

(co-design, co-organise, join forces, attend, host, enrich, ...)

- Capacity building activities _____
- Learning programmes _____

Publications

- Scientific papers (conferences/journals) _____
- Policy papers _____
- Communication/dissemination materials _____
- Other _____

Events

- Co-organisation of events _____
- In search of events (projects' or external ones) to present jointly results / outputs _____
- Collaboration in awareness campaigns _____

Additional comments and identified opportunities



Thematic Projects Marketplace

Instructions for other partners

1. You are free to move around stand and listen to the conversations TPs are having.
2. You can, of course, also intervene and enrich the conversation.
3. If you identify possible synergies, please, note them on the reporting file and give it to the people of the stand before leaving.



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**



Thematic Projects Marketplace

When you find the timeline stand, please, share:

- your open project events and activities
- other external events you are attending to

You can also comment on:

- other events you are interested in or would like to piggyback with
- other events you are interested in but would like support from the Mission to spread your messages
- which events from the Mission are especially relevant for you
- if you'd like our support to promote events



**Natural
heritage**

**Interreg
Euro-MED**



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

A project labelled by the UfM

**Annual
Institutional
Dialogue**

GEOGRAPHICAL CLUSTERING EXERCISE



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Geographical clustering exercise

Concept:

We want to give you the opportunity to get to know the people from the wider Community of Practice of the Natural Heritage Mission who are working in your region. This exercise aims to introduce you to others from your area, as well as give you the opportunity to exchange contacts and stay connected. Hopefully, you will find a potential for a fruitful collaboration, synergy or clustering activity for you!

You will be split in 5 groups based on the geographical location of your work (or most of your work). The groups are non-European, Iberian Peninsula, Italy+France+Malta, Balkan Peninsula, Greece+Cyprus.

When you recognise your group, please follow your assigned leader outside for your geo-cluster! Your group leaders will provide you with a QR code which will lead you to a short form to fill. Afterwards, you will have the opportunity to talk and become part of a communication thread with everyone in your group and get to know them better.

Objectives:



Network, network, network!



Can you point stakeholders from your region, whose work is interesting to you?



Can you point stakeholders from your region, with whom you see an opportunity for collaboration?



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Let's cluster!



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

South and East-Mediterranean actors + International organisations

If you work in, or your work is focused outside Europe, please stand up and follow your leader outside for your geo-cluster to begin.

Your group leaders:

- Ernesta Grigalionyte-Bembič - National Institute of Biology (NIB)**
- Carla Danelutti and Lucía Prieto - International Union for Conservation of Nature (IUCN)**



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Iberian Peninsula

If you work in, or your work is focused in Spain or Portugal, please stand up and follow your leader outside for your geo-cluster to begin.

Your group leaders:

- Elsa Ferreira Nunes and Flávia Duarte - IrRADIARE, Science for Evolution**
- Annelies Broekman - Centre for Ecological Research and Forestry Applications (CREAF)**



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Italy, Malta, France

If you work in, or your work is focused in Italy, Malta or France, please stand up and follow your leader outside for your geo-cluster to begin.

Your group leaders:

- Emanuela Manca - The Autonomous Region of Sardinia (RAS)**
- Caterina Praticò - The National Interuniversity Consortium For Marine Sciences (CoNISMa)**



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Balkan Peninsula

If you work in, or your work is focused in Bulgaria, Croatia, Slovenia, Bosnia and Herzegovina or Montenegro, please stand up and follow your leader outside for your geo-cluster to begin.

Your group leaders:

- Simeon Arangelov and Viktoria Georgieva - The Association of Parks in Bulgaria (APB)**
- Ana Rotter - The National Institute of Biology (NIB)**



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union

Greece + Cyprus

If you work in, or your work is focused in Greece or Cyprus, please stand up and follow your leader outside for your geo-cluster to begin.

Your group leaders:

- Varvara Bougiouri and Odysseas Sifounakis - The National Technical University of Athens (NTUA)**
- Aikaterini Tokalaki - Ministry of Agriculture, Rural Development and Environment of Cyprus (DoE)**
- Marilena Mochianaki - The Region of Crete (RoC)**



Natural
heritage

Interreg
Euro-MED



Co-funded by
the European Union