

NUCLEI's 10 GOLDEN RULES

The common work of the project partners on the project outputs resulted in 10 NUCLEI “Golden Rules”: key factors for strengthening and extending the collaboration among the participating partners and their regions.

1. Common technological background, common understanding, common language

The collaboration is most effective when it takes place within the platform of stakeholders who can easily find shared background in terms of the technology areas they operate in as well as the challenges they face and who understand one another as they speak the same language regarding their needs and expectations.

2. Meeting together

It is impossible to maintain any successful relationships without communication and in the present digital age it is more than convenient to meet virtually - it is natural. However, we can confirm that meeting face to face brings also business relationships to the next level and it helps them thrive. We have also discovered that meetings in small groups provide most benefits to all participants.

3. Taking the meetings further transnationally

Nevertheless, just meeting is not enough: it is important to follow the meetings up in order to generate deals. The development of the full potential of the business contacts created in meetings is supported by involving the stakeholders in common transnational activities.

4. Key role of cluster managers

Cluster managers have proved to be vital highly specialized transnational contact points in NUCLEI technological fields. Their active role in establishing and maintaining transnational initiatives to involve stakeholders is irreplaceable as they are in the best position to foster the exchange of contacts to initiate and develop business relationships.

5. Bridges between industry, research and regions

Another crucial task of clusters and their managers is serving as a point of connection between the partners from industry, research institutions and local authorities to facilitate synergies promoting and accelerating technological transfer, innovation, time-to-market and R&D expenditure in the NUCLEI areas.

6. Customized offer

In the NUCLEI activities we have observed that in order to keep the network productive, it is necessary to cater to various needs of different stakeholders. For example, SMEs tend to look for exchange of best practices and business opportunities whereas large companies are more interested in technological benchmarking, therefore they all need to receive adequate opportunities to fulfill their demands.

7. Practical demonstration of technologies

A picture paints a thousand words and similarly being able to see the cutting edge technologies and their development in real life is invaluable for shared technological transfer and transnational cooperation. Therefore technological tours and demonstrations are one of the most popular ways to promote practical understanding and share interesting concepts among the stakeholders.

8. Digital platform

With current fusion of virtual and physical life it would be unthinkable to function without a supporting digital platform used to inform the stakeholders and the public about the transnational activities organized and to foster communication and contacts.

9. Incorporation of S3 priorities

To strengthen the relevance of NUCLEI approach and environment it is inevitable to make it work with respect to S3 priorities of each region and thus organically link its topics, activities and transnational collaboration to the individual S3 regional strategies through building relationships with local S3 managers.

10. Young people

And most importantly, to ensure the continuation and further development of NUCLEI transnational network it is necessary to focus not only on current stakeholders but also plan ahead and involve new rising generation of innovators, researchers and technology experts, who would continue the good work started, through events like makeathons, hackathons and other activities targeted especially at students and young people.