

ADDITIONAL INFORMATION – COSMETIC4WELLBEING

Subcontracted LOT 1 and LOT 2 are part of Workpackage 3 of the project. Specifically, they are allocated in task 3.3. Find in the following picture and description the full workpackage info.



Work Package 3. Diagnostic and opportunities

WP.3.1 Objectives of the Work Package

This WP3 has the following objectives:

- To identify European key industry stakeholders and SMEs along the cosmetics value chain, mapping resources and capabilities, fostering **strong business networking** to gather synergies and tap effectively into international market opportunities;
- To develop a **comprehensive diagnosis** through extensive intelligence gathering, revealing strategic challenges linked to new global trends in the cosmetics industry and uncovering international market opportunities for sector SMEs;

It is then expected that through this WP, cluster organizations will elaborate a mapping of SME and other relevant stakeholders' capacities and needs, as well as of challenges ahead and opportunities for the sector, delivering a ESCP-4i SWOT analysis to understand their competitive prospects in key third markets.

WP.3.2 Description of the Work Package

In order to deliver the objectives of this WP, and balance subsequent project WPs, the WP-leader, namely BCB, will coordinate knowledge and intelligence development and exchange together with all other project partners.

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This WP is structured in the following set of tasks:

Task 3.1. In-depth analysis of existing industry resources and capabilities

Each cluster partner will conduct an in-depth analysis in their region/country of the cosmetics sector as well as of other complementary sectors to identify existing resources and capabilities within their SMEs and members. This will be done based on desk research and analysis of existing industry/sector studies and diagnosis, contributing to obtain a preliminary scanning of the main needs of the sector. In addition, in France and Romania, CV and TLC respectively will organize brief tailored workshops with SMEs, facilitated by external experts, to gather further information to the in-depth analysis. As a result of this activity, cluster partners will develop a **Map of cluster capacities and needs** (*Deliverable 17*), which shall respond to the Strengths and Weaknesses of the SWOT analysis to subsequently elaborate.

Task 3.2. Elaboration of a SWOT analysis of the ESCP-4i

In order to deliver a comprehensive diagnostic, partners will supplement the precedent analysis with further market information at the European and global level.

Firstly, all partners will conduct an internal SWOT of their own organization as regards their internationalization capacities and potential. Harmonized templates and questions will be used for this purpose. On a second phase, a strategic workshop (along with the 2nd Steering Committee in Month 6) will bring together all partners to discuss which are the Opportunities and Threats recognized by their SMEs and cluster members and uncovered based on extensive analysis of the existing market information. The result of this workshop is a thorough ESCP-4i SWOT analysis (*Deliverable 18*), which will bring to light potential target markets and trends.

This task will count with the special contribution of FC and her expert Lisa Besnard, an ESCA (European Secretariat for Clusters Analysis) expert, who will provide specific tools and methodologies to capture most key elements from the ESCP-4i as regards its internationalization strategy.

Task 3.3. Study on international market trends from the target sectors and identification of key international markets

As suggested the conclusions of the SWOT analysis will reveal potential target markets and trends in which to focus internationalization efforts on. Building on this diagnosis, the partnership will commission a comprehensive study in order to guarantee accurate intelligence around potential key international markets and global market trends identified. This study (*deliverable 19*) is a key outcome and of utmost importance to determine the value systems to be internationally promoted and the strategy to be pursued.

Task 3.4. Developing and promoting new transnational value chains

Based on the results of the diagnosis and study conducted, clusters will agree on new value chains to be promoted internationally through a combination of services, products, technologies and other resources from SMEs and other cluster members. This new value chains will be linked to preferred international markets according to detailed research undergone in task 3.3. Another working session will be arranged gathering all partners to jointly define these value chains, resulting in a report defining new cross-sectoral value chains (*deliverable 20*). This report will be subject of a public (online) consultation among SMEs and other cluster members to ensure its validity and relevance.