



# Innovative Foresight Planning

# ENERGY CLUSTER

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European Union



The European Regional Development Fund

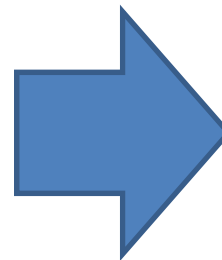
The Interreg IVB  
North Sea Region  
Programme



# Objective

***‘To accelerate the transfer of knowledge and technology from the world-class oil and gas sector into offshore wind’***

***agreed a transnational approach***



# Why Offshore Wind?

- Consensus to focus on offshore wind.
- Builds on related activities in each region.
- Growing global industry \$260-\$400 billion by 2035.
- Clear opportunity to transfer existing, proven offshore expertise.

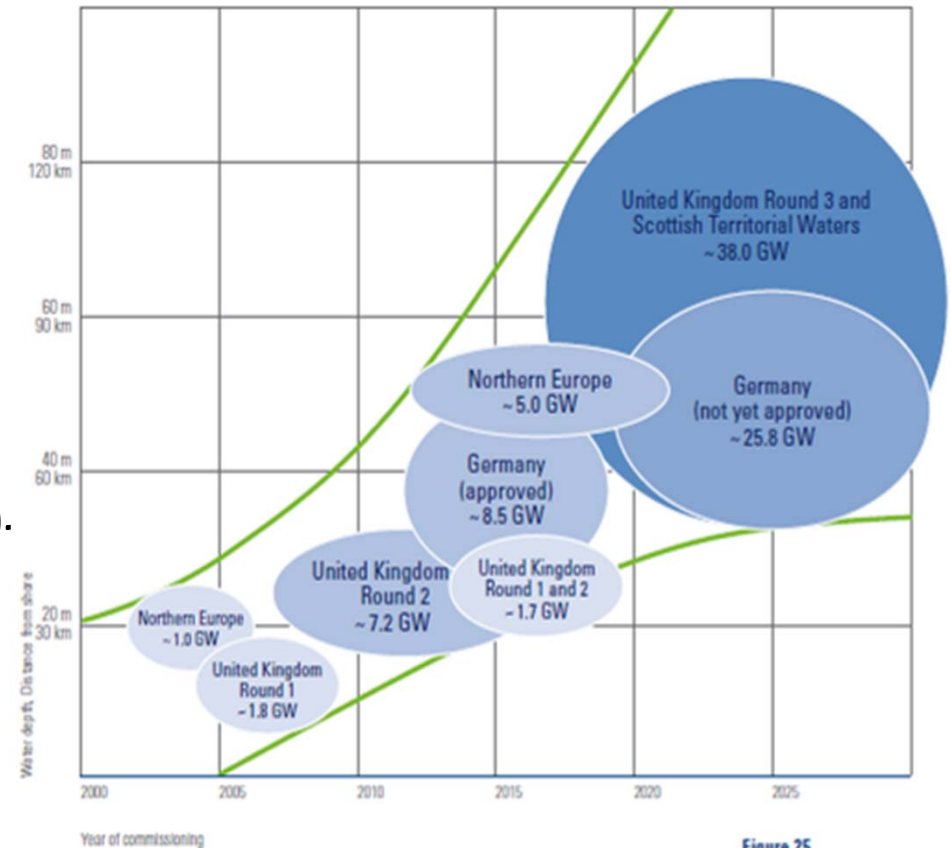


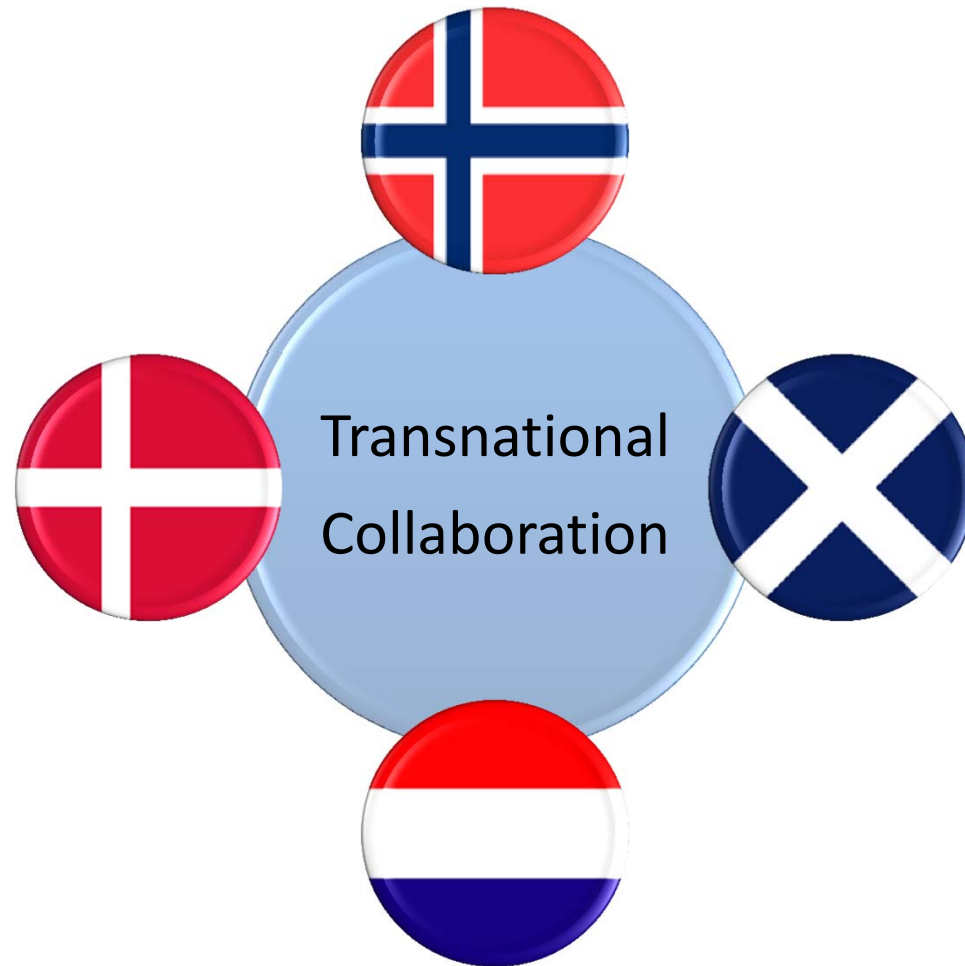
Figure 25  
Offshore wind roadmap

Source: KPMG analysis

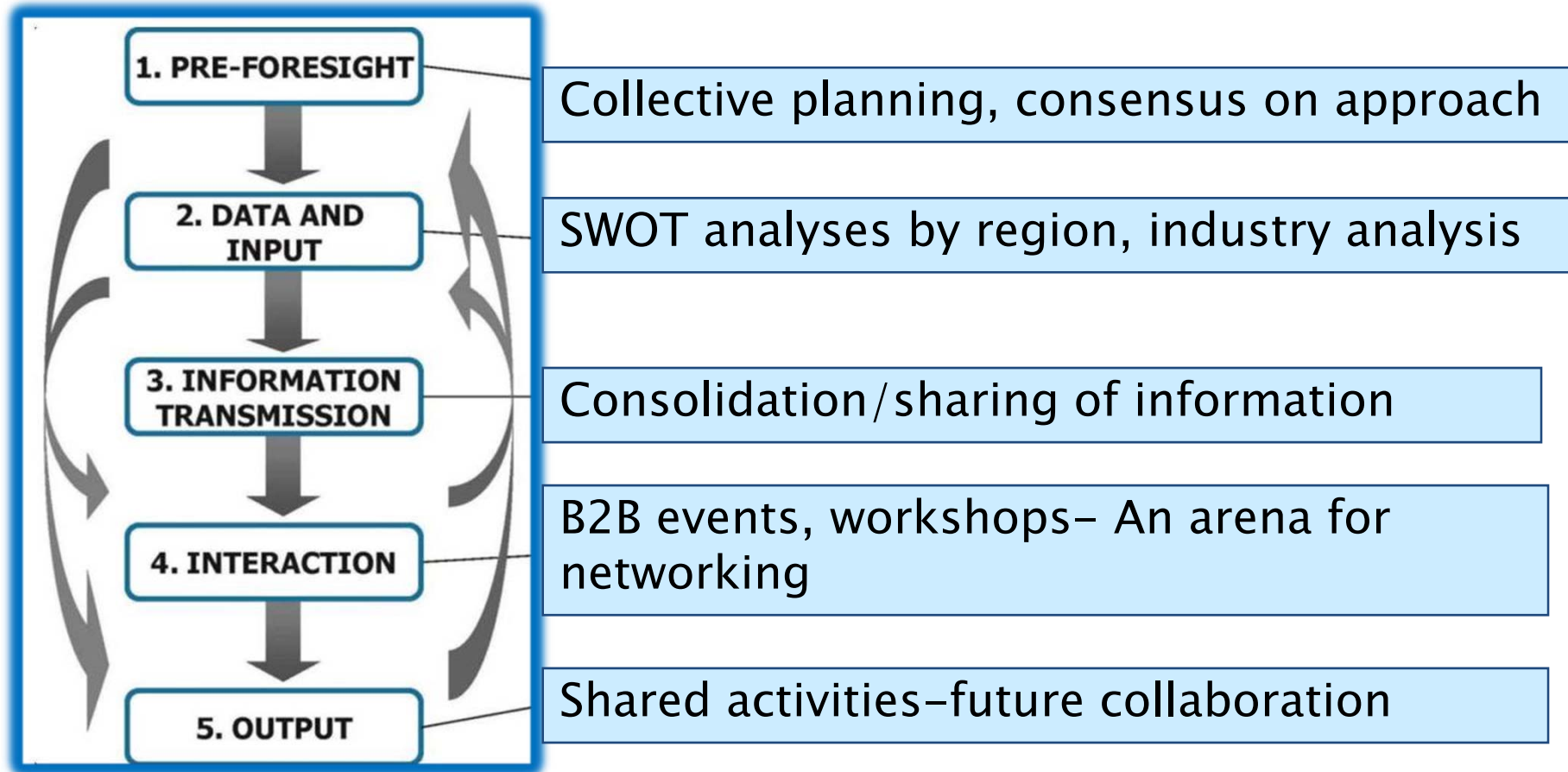
# Striking a Balance



- Balance needed between region specific activities and transnational collaboration.
- Competition or co-operation.



# Collective Approach

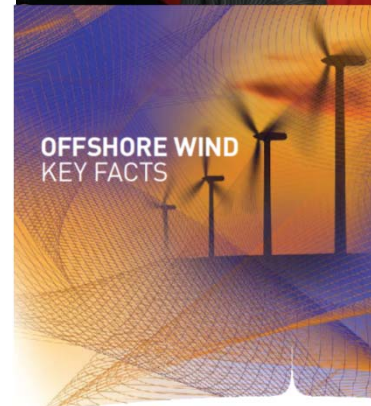




# All Energy Workshop May '10



- Attended by 100 + key industry players from all regions.
- Looked at offshore wind supply chain from perspectives of; People, Process, Technology.
- Agreed priorities & actions.
- Building transnational contacts.



# Denmark May '11



- Over 70 attendees from across the North Sea region attended the 2 day event.
- direct experience of turbine manufacturer and a major offshore wind park.
- Major manufacturers and suppliers.
- Future collaboration.



# Conclusions -Foresight Planning



- Transnational approach-difficult.
- Know when to collaborate and when to go it alone.
- Strong leadership or facilitation essential.
- Need to plan and collaborate on an international basis if we are to compete.

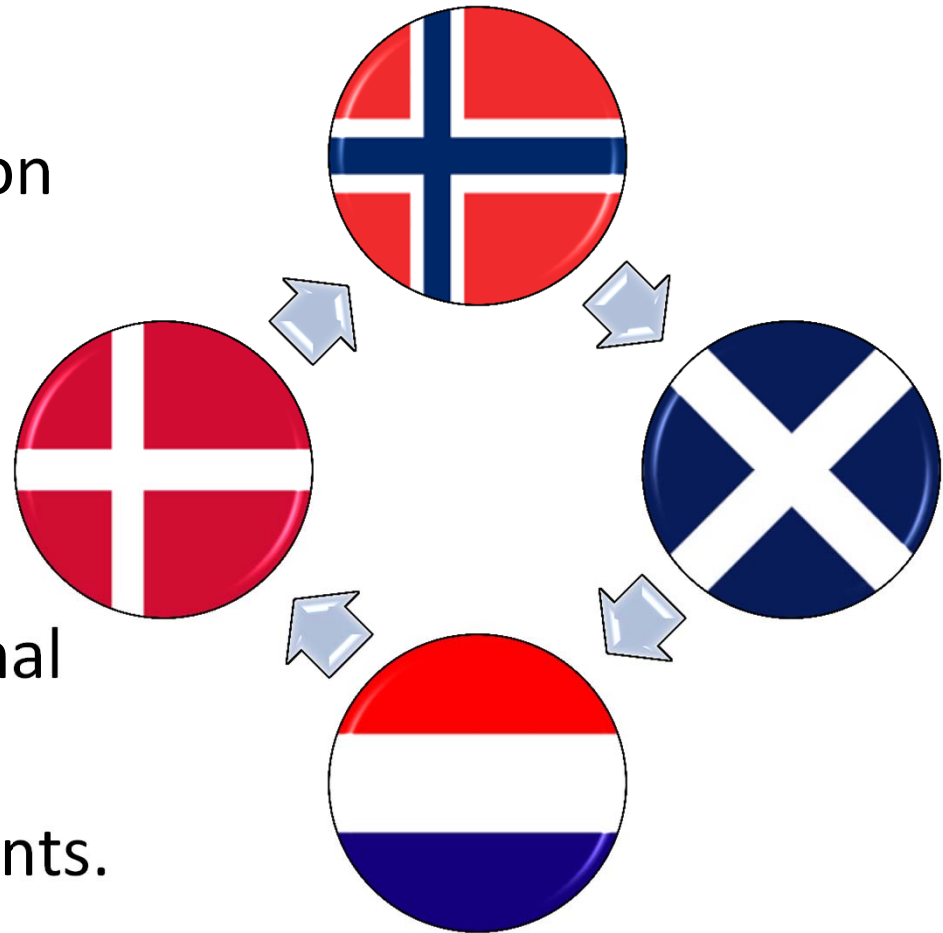




# The Future



- Offshore wind cluster will continue to develop based on work in IFP.
- Further collaboration opportunities in areas like energy storage.
- Scope for future transnational projects.
- More transnational B2B events.





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