

POWER cluster



Creating Business Opportunities in the Offshore Wind Industry

The offshore wind industry is still a relatively immature industry. However the planned expansion in the North Sea region of Europe provides opportunities for businesses already working in the industry and for other companies not currently involved.

This expansion also provides challenges particularly the need to develop a more competitive supply chain to drive down costs.

Providing Opportunities

During the POWER cluster project a number of business networking and information events were organised. These events raised awareness about the opportunities in the offshore wind industry and enabled businesses to make contacts with potential buyers. Project partners recognised that the EU funding process is not always easy to navigate.

As a result a Project Development Facility was created to help organisations obtain EU funding. POWER cluster Mapergy is an interactive web based database which was created by the project to demonstrate the strengths of the supply chain in the North Sea region and enables organisations to find a company with a particular service or product.

Overcoming Challenges

The project commissioned a study to look at how some of the challenges facing the offshore wind indu-

stry could be overcome and what could be learned from the oil and gas industry. Lessons which could be learned included developing a more collaborative to off-shore technology.



Main Outputs and Results

Some of our key achievements include:

- 6 business networking events organised - 2300 new contacts and the award of new contracts.
- 700 companies represented on POWER cluster Mapergy.
- Comprehensive study detailing recommendations to overcome challenges and learn from the oil and gas industry.
- Project Development Facility created to guide organisations through the EU funding process.

Legacy

Partners from POWER cluster will continue to promote the opportunities within the offshore wind industry to businesses and raise awareness about the lessons which can be learned from the oil and gas industry.



Partners involved

Suffolk County Council, UK
East of England Energy Group, UK
Offshore Centre Danmark, DK
South Denmark European Office, DK
Aalborg University, DK
Greater Stavanger Economic Development, NO
Chalmers University, SE
Ministry of Science, Economic Affairs and Transport of the land Schleswig-Holstein, DE
BIS Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung mbH, DE
The Senator for the Environment, Construction, Transport and European Affairs of the Free Hanseatic City of Bremen, DE

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European Union  The European Regional Development Fund

The Interreg IVB
North Sea Region
Programme



Investing in the future by working together
for a sustainable and competitive region