



EUROPEAN CLUSTER
COLLABORATION PLATFORM

ECCP Trend Universe: Understanding Future Trends and their Impact on Cluster Organisations

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1. ECCP Trend Universe

The ECCP Trend Universe is a tool that allows users to gain a deeper understanding of future trends and how these impact their cluster organisation and cluster members.

By using the ECCP Trend Universe, users will be able to:

- Build a strategic competitive advantage by gaining insight into future trends.
- Understand the impact of future trends on their cluster organisation with greater clarity.
- Explore trends that are relevant to 14 different industry ecosystems¹.
- View trend assessments from other clusters and global data that are relevant to their organisation.

2. Organisation of the ECCP Trend Universe

The ECCP Trend Universe is organised into trend radars for each of the 14 industrial ecosystems.

Each radar displays a comprehensive range of **megatrends** (with a time frame of **20 years or longer**) and subordinate **macrotrends** (with a time frame of **10 years**) in relation to the respective industrial ecosystem.

Megatrends can be assessed in terms of:

- Their impact on the ecosystem.
- The capacity of the ecosystem to cope with the Megatrends.

Macrotrends can be assessed in terms of:

- Potential **opportunities or risks**.
- Their impact on the ecosystem.
- The competence of the ecosystem to deal with the Macrotrend.
- Maturity of the Macrotrend.

Hereby, the **'In-manas-benchmark'** serves as a guide for all the trends included in each radar. This benchmark is a **summary of assessments** based on comparable industries and is provided by the service provider, In-manas Intelligent Management Solutions.

Meanwhile, all radars provide **"Trend Facts"** for each Megatrend and Macrotrend, namely, the amount of **news, patents, research, and funding related to each trend**.

3. Using the Trend Radars in the ECCP Trend Universe

Pro Users on the ECCP can view and analyse the trend radars to make an initial assessment of which trends could have a significant impact on the respective industrial ecosystem.

The additional evaluations of the Trend Radars by Pro Users will create a data repository which reflects the collective assessment of the future by all participating clusters.

¹ For an overview of the specific ecosystems on the ECCP, please refer to "Industrial Ecosystems" at: [Industrial Ecosystems | European Cluster Collaboration Platform](#).