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NEWSLETTER

METACLUSTER SUPPORT
TOWARDS A MORE RESILIENT
AEROSPACE AND DEFENCE ECOSYSTEM



METASTARS rewards resilient SMEs

METACLUSTER SUPPORT
TOWARDS A MORE RESILIENT
AEROSPACE AND DEFENCE ECOSYSTEM



OPEN CALL FOR PRIZES

METASTARS REWARDS RESILIENT SMES

APPLY NOW!

DEADLINE: AUGUST 23RD, 23:59 CET

CONTACT: INFO@METASTARS-EUROCLUSTERS.COM



www.dolinalotnica.pl/metastars



METASTARS project is co-funded by the European Commission under agreement No 101074337. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

The objective of METASTARS prizes is to reward Aerospace and Defence (ASD) SMEs which have taken action to be more resilient, to adapt to the green and digital transition and to market changes. The prizes will be the opportunity to highlight inspiring SMEs, share success stories and good practice.

3 winners will be selected by an independent jury and public voters.

- The 3 winners will win a Prize of **2,500€ each**
- The 3 winners will also be offered a financial envelope of **733€** to travel to the must-see **Aeromart Toulouse trade show, 2024.**

Apply Now! 

**to become one of the winners
of the METASTARS Prizes!**

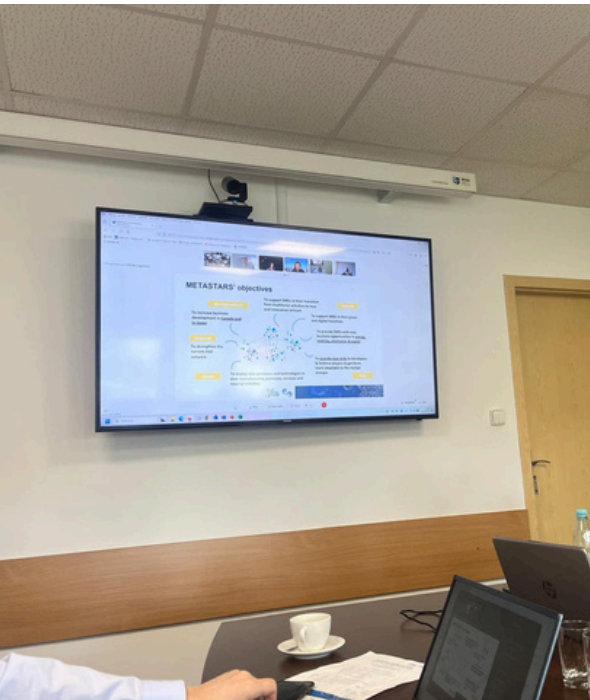


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METASTARS is

an Eurocluster project designed to provide services to boost the competitiveness of SMEs in Aerospace and Defence sector. It also aims at building a sustainable and representative network at the European level.

METASTARS Steering Committee in Rzeszow, Poland



METASTARS has crossed its halfway point, and we are excited to announce the Open Call for Prizes

From November 2023 to January 2024, METASTARS successfully conducted a series of online training sessions for cluster and business coordinators, project managers, and personnel from European clusters. Additionally, one of these training sessions was held in person during Aerospace & Defence Meetings Sevilla 2024.

In April 2024, another Steering Committee meeting took place in Rzeszow, Poland, where we reviewed the project's progress and discussed the next steps.

In the coming months, METASTARS will continue to support the ASD ecosystem with the Open Call for Prizes. We invite you to apply and follow our upcoming activities.



Training sessions outcomes

KEYS TO ATTRACT TALENT

27.10.2023 and 14.11.2023

This session aimed to learn the keys to attracting talent from Europe and the rest of the world through the talent concept. Participants learned what talent is, how to attract talent, how to retain talent and different ways to evaluate soft skills and practices to implement the best offer to employees' job expectations.

- Number of attendees: 24
- Number of different participating clusters: 19

EFFECTIVE COMMUNICATION

27.11.2023 and 13.12.2023

The main goal of this session was to understand how many factors, in addition to the content of the message, influence the understanding of the message when communicating. The participants learned the difference between convince and persuade, techniques for structuring messages effectively, how the tone and lack of feedback can be distorting elements, communication filters, type of questions and how to use them

- Number of attendees: 7
- Number of different participating clusters: 7

PERSUASION AND COMMUNICATION

12.01.2024 and 22.01.2024

The main goal of the session was to understand persuasion techniques for negotiators due to the fact that persuasion is essential for successful negotiations. The participants learned the definition of 'persuasion', techniques to persuade and the importance of structure in communication.

- Number of attendees: 29
- Number of different participating clusters: 14

Presence in European events

EUROPEAN CLUSTER CONFERENCE

Between May 7th and 8th, METASTARS participated in the European Cluster Conference in Brussels. This event was an opportunity to showcase METASTARS results, forge new connections and strengthen existing ones with other clusters and Euroclusters from all over Europe.

METASTARS also had the great opportunity to participate in the roundtable on Metaclusters, during which Silvia de los Santos Trigo shared insights on how clusters' collaboration can contribute to building new or reshaping existing value chains.



AEROSPACE AND DEFENCE MEETINGS SEVILLA

On May 15th, as part of the conferences at A&DM Sevilla 2024, Silvia de Los Santos from CTA presented the METASTARS project and a training on “Effective Communication and Persuasion Techniques for the Aerospace Sector” took place. The key topics covered by the session were:

- The Power of Communication and its impact in the long term
- Focusing on the target
- Structuring a message
- Distorting elements: tone and lack of feedback
- Persuasion Techniques



Next steps

August 2024

■ **DEADLINE TO APPLY FOR PRIZES** **23 AUGUST**

You can apply by sending your administrative form and uploading your video to METASTARS cloud before August 23rd.

October 2024

■ **NOTIFICATION OF WINNERS**

Contacted by the METASTARS consortium to organize their participation to METASTARS final event and prizes award.

■ **WEBINAR ON INDUSTRY 5.0** **WITH INTRANSIT PROJECT**

1 OCTOBER

More information and a registration link will be shared soon on our social media accounts.

September 2024

■ **EVALUATION OF PRIZES**

Online voting will be open to the public and the prizes will also be evaluated by METASTARS experts.

December 2024

■ **PRIZES AWARD DURING** **METASTARS FINAL EVENT** **5 DECEMBER**

The METASTARS final event will be held at the MEET Convention Center during Aeromart Toulouse trade fair.