



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



SOUTH EAST
EUROPE
Transnational Cooperation Programme



CENTRAL
EUROPE
COOPERATING FOR SUCCESS



23rd April 2013

International Forum World Class Clusters and Regional Dynamism



implementing
plus world class clusters



CLOUD

Clusters Orientation towards Up-to-date technologies
and models for innovative Development

Final Conference **C-Plus** - *Implementing World Class Clusters in Central Europe*

Launch conference **CLOUD** - *Clusters Orientation towards Up-to-date technologies and models for common development*

C-Plus project is implemented through the CENTRAL EUROPE Programme. CLOUD project is implemented through the SOUTH EAST EUROPE Programme. Both co-financed by the ERDF.



Emilia Romagna



Regione Emilia-Romagna

International Forum World Class **Clusters** and **Regional Dynamism**

OUTCOMES AND FUTURE PERSPECTIVES OF INTERVENTIONS ON CLUSTERS

C-Plus Implementing world class clusters in Central Europe and
CLOUD CLusters Orientation towards Up-to-date technologies
and models for common Development

Federica Pasini

Bologna, 23th April 2013

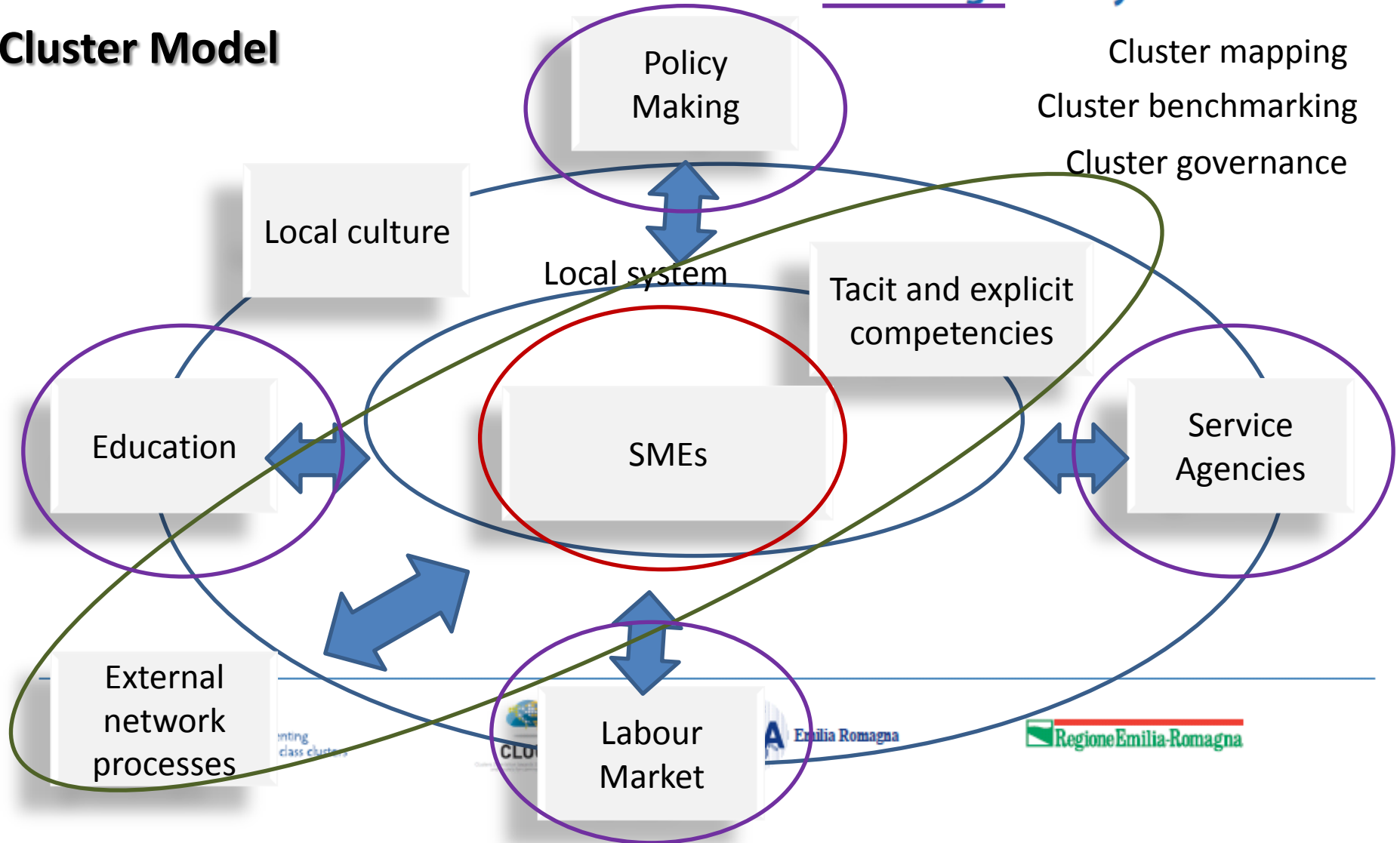
International Forum World Class Clusters and Regional Dynamism

The Partnership

1. LP – National Confederation of Crafts and Small and Medium Sized Businesses - CNA Regional Association of Emilia Romagna (I)
2. Emilia Romagna Region (I)
3. IMU Institut Berlin GmbH (DE)
4. Campus 02 – University for Applied Sciences (AT)
5. Pannon Business Network Association (HU)
6. Center for research, innovation and regional development (CZ)
7. Regional Development Agency of Bielsko Biala (PL)

International Forum World Class Clusters and Regional Dynamism

Cluster Model



International Forum World Class Clusters and Regional Dynamism

Methods for Clusters' analysis

- **CLUSTER MAPPING:** back analysis on a statistical base.
- **CLUSTER BENCHMARKING:** aimed at observing companies' macro processes, their ability to manage organization skills and their relations with the territory. The analysis of 50 companies per partner (25 per cluster) will allow to identify critical situations, but also to exalt the so called "good practices" potentially transferable to other contexts. (Target: SMEs)
- **CLUSTER GOVERNANCE:** in order to better understand the relational dynamics, the characteristics of the territorial system, the network relations and the local development policies through the involvement of all the stakeholders. One of the objectives is also "exploiting" this moment to start a concrete business-institution confrontation outside the formal and consolidated negotiating tables. 3 local mapping meetings per partner and the EASW methodology.
(Target: institutions, university, research centers, associations, service centers, ...)

Planning and implementing the future

Pillar 1 Cluster Excellence	Pillar 2 Cluster Marketing	Pillar 3 Research & Innovation	Pillar 4 Foster Coop. inside Innov. Triangle	Pillar 5 Training & Education
<ul style="list-style-type: none"> • Action 1: Higher representation of relevant sector in the region • Action 2: Strong cooperation with key national/ int. stakeholders • Action 3: Common services and projects for cluster members • Action 4: Improvement of the cluster management and processes 	<ul style="list-style-type: none"> • Action 5 : Mastering of Cluster Marketing Activities • Action 6: Promotion of Clusters' Members Excellency • Action 7: Promotion of Cluster's region 	<ul style="list-style-type: none"> • Action 8: Fostering innovation inside Cluster's SMEs • Action 9: Set up Matchmaking Platform for Technology Transfer 	<ul style="list-style-type: none"> • Action 10: Facilitate cooperation across Innovation Triangle Actors 	<ul style="list-style-type: none"> • Action 11: Education of cluster members • Action 12: Match Students with Companies

The partnership

Cluster Mapping, **Gregor Holst**, IMU Institut Berlin GmbH (DE)
Results on regional basis: Cluster Metall Brandenburg best practice

Cluster benchmarking, **Weitlaner Doris**, Campus 02, University for Applied Sciences (AT)

Cluster managers in action & pilot action, **Andrea Kurucz**, Pannon Business Network Association (HU)

Best practice example to the outputs of the German Pilot Actions,
Ulla Große, ZukunftsAgentur Brandenburg GmbH (DE)

Round table

How EU programmes can improve regional competitiveness:
experiences of cluster management in Europe

Roberta Dall'Olio, European Union, Territorial and
International Cooperation Unit ERVET