

# C-PLUS

## Cluster managers in Action



***C-PLUS and CLOUD International conference***  
*Bologna, 23rd April 2013*

# From analysis till implementation

**Mapping** Analysis of the chosen clusters

**Benchmarking** Analysis of the strengths and weaknesses of the members

**EASW process** Interactive forum for determining future plans, objectives

Local Action Plans

Transnational Action Plan

OBJECTIVES

**Pilot actions**

The tools for testing the defined cluster objectives

**OUTPUT**

6 realized pilot actions on project level  
with the involvement of nearly 300 SMEs

World Class Clusters



# Cluster managers as driving forces of clusters

## C-PLUS Cluster manager club

Cooperation of the cluster managers and representatives of the involved regional clusters.

**Key elements** of the cooperation between the members and project partners in the implementation of the defined objectives of the TAP

### Role of the cluster managers

- active support of the realization of the activities by involving the cluster members, assisting in strategy defining, disseminating the results
- organized the networks between SMEs and Universities
- supported the organization of pilot action events
- motivation of the members
- coordination of work processes
- providing new inputs

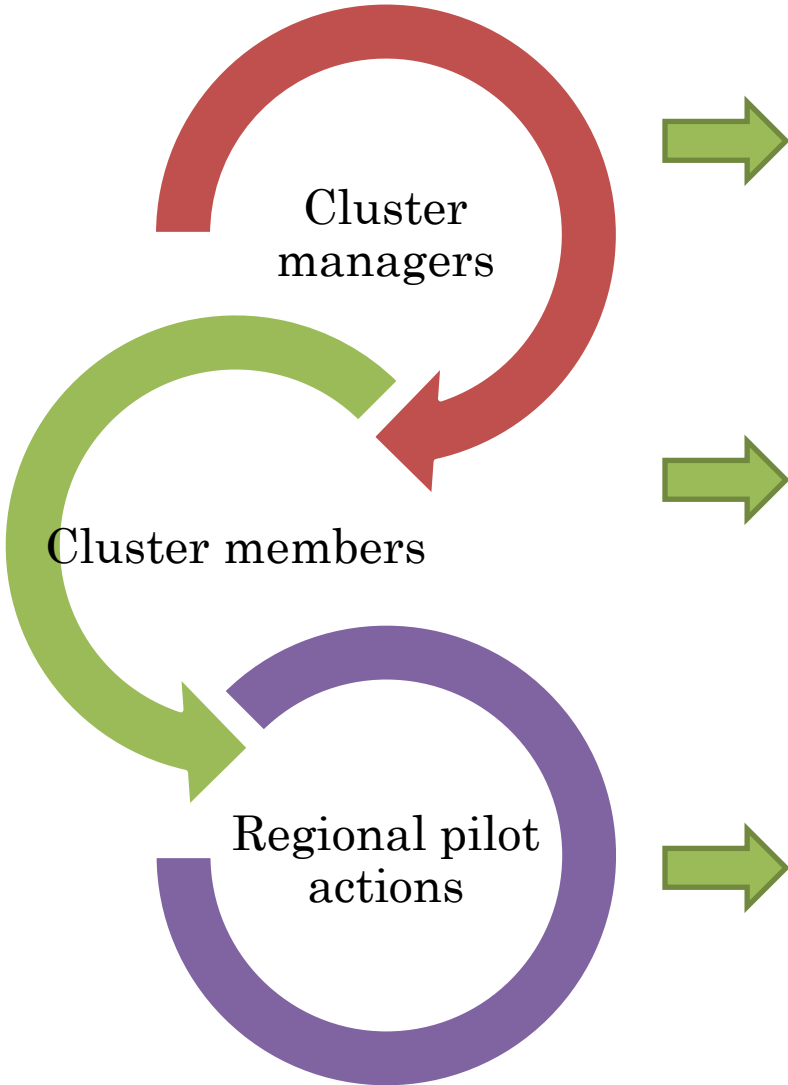


### OUTPUTS:

- 2 cluster manager club meetings
- Common definition of the „Good Cluster manager“
- starting of international discussion

# Regional pilot action implementation

Network of facilitators and project partners



Coordination and know-how

Participation in planning

Dissemination

Active participation

Definition of needs and expectations

Testing of the determined objectives

Showing the right way for the future

New level of cooperation inside the cluster



# Involved clusters

- DE - profil.metall (Network initiative and Brandenburg Metal Cluster (Cluster Initiative)
- AT - Plattform Automatisierungstechnik
- CZ - Network Security Monitoring Custer (NSMC) Cluster
- IT - Footwear cluster
- IT - Packaging cluster
- PL - Silesia Design Cluster
- HU - Pannon Thermal Cluster
- HU - Pannon Textile Cluster



## OUTPUTS:

- Involvement of 8 clusters
- testing of 21 objectives
- organization of 20 project events
- 11 new strategies elaborated
- International aspect



# Pilot actions

profil.metall

## GERMANY

- Development of lifelong learning concepts especially in the field of “Green Skills”.
- The provision of a concept for “Green Jobs” in the metal industry.
- Strategy paper for the cluster management concerning future cluster strategy and key projects

### OUTPUTS: 3 concepts – Green Tech

- Identification and monitoring of Innovation trends
- Lifelong learning Concepts esp. Green Skills
- Economic Perspectives by increasing Awareness of the region

Strategic papers

International cooperation

Project planning

Online database





# Pilot actions

Plattform  
Automatisierungstechnik

## AUSTRIA

- Foster local recognition and raise awareness level -> web presence and marketing
- Development of an online competence atlas of the members
- Initiate collaborative projects
- Writing of applications
- „Automatisch Vernetzt” key event with 100 visitors, establishing new business contacts

Common project planning

Strategy

Online tool



„Automatisch vernetzt’ event  
Austria



# Pilot actions

Footwear cluster

Packaging cluster

## ITALY

- 7 local meetings
- 2 meetings with 60-80 people -> quick talks with cocktails
- From production clusters to technological clusters -> small networks of SMEs and R&Ds
- Cluster management round table
- Training course: "New models of business: networks between SMEs and the role of the network manager"

Meetings

Network establishment

Training course

Internationalization



Focus group Italy for internationalization

Research cocktail



# Pilot actions

Silesia Design Cluster

Meetings

## POLAND

- Scoping on complementary skills and competences that can be joined in new products and services -> Audit of the members of the cluster to identify the actors' expectations.
- Seminar for cluster actors - expectations on the cluster development 2013-2014
- Brainstorming workshop based upon the outcomes of the EASW workshop
- Increase the skills of the cluster animator – 3 professional trainers
- Strategy for the Cluster till the end of 2014

Audit

Common planning

Training course

Strategy



Brainstorming Workshop  
for the development of the  
Silesian Design Cluster

# Pilot actions

## Czech Republic

- Development of a common marketing strategy
- Support activities towards internationalization of cluster

Network Security Monitoring Cluster

Strategy

Internationalization

## Pannon Thermal Cluster

## Pannon Textile Cluster

## Hungary

- Reduction of operational costs of the member SMEs – pilot energy audits
- Internationalization of the cluster - Spa meets Spa
- Common transnational development strategy
- Common marketing strategy for both clusters

Strategy

Common planning

Internationalization

Online tool

Energy Audit



Spa meets Spa  
transnational thermal event

# Pilot actions

C-PLUS pilot actions are the beginning of regional programs with transnational aspect



Thank you for  
your attention!

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