

Central Europe Programme



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND


CLUSTERS CORD
connecting small to feel big

»» CLUSTERS AND COOPERATION FOR REGIONAL DEVELOPMENT IN CENTRAL EUROPE ««

» Connecting small to feel big

- » creating of meta/clusters
- » increasing the productivity
- » driving innovation
- » stimulating new businesses
- » exchange of best practices

SMEs



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JOINT LAUNCH EVENT ~ Project Clusters Cord ~

30th November – 1st December 2010 in
Székesfehérvár, HU

LEAD PARTNER



REGIONAL DEVELOPMENT AGENCY
OF THE USTI-REGION PLC

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Introduction of Clusters – Cord project

- OP Central Europe
 - 2nd call
- priority 1 Facilitating innovation across Central Europe

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Duration:

March 2010 – February 2013, 36 months

Budget: 1 460 000,- EUR

From ERDF: 1 191 000,- EUR



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Number of partners: 10

LP – Regional Development Agency of the Usti region, CZ

Stuttgart Region Economic Development Corporation (WRS), GER

Regional Development Agency of Piestany TTSK (RDA TTSK), SK

Regional development agency CELJE I.t.d., SLO

Mid-Pannon Regional Development Company, HU

Regional Development Agency Bielsko-Biala, PL

Upper Austrian Chamber of Commerce, AT

Milano Metropoli Development Agency, IT

“ARLEG” S.A. Regional Development Agency, PL

Centre for research, innovation and regional development, CZ



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International project team



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Goal of the project: Creating a platform for the emergence of transnational clusters

10 industrial sectors:

- 1) Mobility and Logistic
- 2) ICT
- 3) Automotive and Aeronautics
- 4) Tourism
- 5) Health Sciences
- 6) Energy and Environment
- 7) Production Technologies
- 8) Wood Industries
- 9) Food processing
- 10) Professional Services

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Project content

- establishing cooperation among clusters in the CR and partner's countries of the project (AT, CZ, GE, HU, IT, PL, SK, SLO)
- exchange of experiences and best practices among the clusters
- mapping of clusters and Benchmarking
- training for cluster's managers
- creation of 3 transnational clusters during a project's sustainability

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Work Packages (LP, PP10, PP5, PP8):

WP0 – Preparation

WP1 – Project management and coordination (LP)

WP2 – Communication, knowledge management and dissemination (PP10)

WP3 – Exchange of experiences dedicated to the identification of good practices (PP5)

WP4 – Cluster's co-operation and creation of metaclusters (PP8)

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Outputs of the project

WP2 Communication, knowledge management and dissemination (PP10):

- Project website (www.clusterscord.eu)
- Newsletters (6 x)
- Local info day in each partner's region/country (10 x)
- 24 Press releases, 30 Articles
- Final Conference
- Project brochure
- Communication plan
- Presentation of project (10 International events)
- Close cooperation among at least 2 project related to cluster's field (CNCB, C – Plus)



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Outputs of the project

WP 3 Exchange of experiences dedicated to the identification of good practices (PP5):

- Benchmarking methodology (6 case studies)
- Collection of clusters data in partner's regions (10 x forms)
- Benchmarking Conference
- Project observers (10 x)
- Meeting of international observers (10 x)
- Support cluster development (EU Grant programs, training managers)

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Outputs of the project

WP4 Cluster's co-operation and creation of metaclusters (PP8):

- 5 Thematic scans
- 5 Strategic plans
- Common methodology of exchanges organisation
- Exchange Forums (3x – Linz, Stuttgart, Milano)
- Training materials for regional trainings
- Regional Clusters managers training in each partner's region/country (10 x)
- Cooperation agreements (3x) and establishment of metaclusters in postproject period

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Cooperation among Cluster's projects

- 1) CNCB
- 2) C-Plus
- 3) Autonet
- 4) Chemclust
- 5) European Cluster Observatory



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Showcase of observers

Czech project's observers

- 1) Regional authority of the Usti region
- 2) National Clusters association
- 3) CzechInvest
- 4) District Chamber of Commerce in Cheb
- 5) Association of Innovative Entrepreneurship in CR



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Past events:

- 1) Kick of meeting in Most (in March 2010)
- 2) 2nd project meeting and Committee Steering in Wroclaw (in June 2010)
- 3) Virtual Conferences via Team speak (monthly)
- 4) Congress „Strategies for innovation and competitiveness in Europe“, 14/4/2010, Stuttgart, Germany
- 5) OP Central Europe, 15 – 16/6/2010, Gdansk, Poland
- 6) Fair community programs, 16/9/2010, Ústí nad Labem
- 7) Local Info day, 10/11/2010, Ústí nad Labem, CZ
- 8) OP Central Europe, 23 – 24/11/2010, Prague, CZ

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Clusters – Cord project
Launch Event

Project Introduction II. part

Szekeesfehervar 30th Nov 2010

Petra Maskova
Jan Kubalik



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Project background

Identification of common challenges for clusters development in some CE region:

- Particularly lack of support by policy frameworks
- Particularly lack of experiences about business supporting activities
- Particularly provided services are not attracting needs of cluster members/potential cluster members

Which is leading in common issue:

- Less attraction for private companies to join and pay partner fees
- Higher dependence on public funding
- As result challenges related to financial sustainability

What is basic common objective:

- Attractive well targeted common services interested for private companies



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Project solution

Project aims to attract identified solutions through the transnational cooperation of selected BSAs from CE regions highlighting following objectives:

- Transnational cooperation of clusters – creation of industrial Meta-Clusters
- Exchange of experience between cluster managers and other relevant actors based on experiences gained through the mapping & benchmarking processes followed by education activities
- Facilitate close cooperation and create awareness about cluster facilitation, development and transnational cooperation across relevant regional policy decision makers



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Benefits of transnational cooperation of clusters

- New common regional services created based on the experiences gained through the transnational cooperation
- Improving of quality of existed regional services thanks to the common meta-cluster/network standards
- New common network transnational services
- Specially common network dissemination and promotion services attracting partners/customers/innovation leaders outside the network region



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Benefits of exchange of experience

- New common regional services created based on the improvement knowledge of cluster managers
- Possibility to learn from the results in the highest developed regions across the project partnership (Baden-Wuertenberg, Lombardy, Upper Austria)
- Improving of the common regional cluster services targeting based on the results of Benchmarking process
- Access to the experiences and knowledge about cluster and cluster services facilitation, development and sustainable financing across CE regions



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Benefits from close cooperation with policy decision makers

- Understanding of policy frameworks thanks to realized policy frameworks mapping
- Improved awareness of policy decision makers about cluster facilitation, development and transnational cooperation
- Addressing them by the policy recommendation based on project findings how to improve the regional cluster support policies in participating regions



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Thank you for your attention

Project website – www.clusterscord.eu



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