

Central Europe project

C-PLUS "Implementing World-Class
Clusters in Central Europe"

CLUSTERSCORD Joint Launch Event
Székesfehérvár 30.11-1.12.2010



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

Launch date March 2010

Partners :

- **CNA Association, I**
- Emilia Romagna Region, I
- IMU Institut Berlin, D
- Campus 02 – University of Applied Science, A
- Pannon Business Network Association, HU
- Centre for Research, Innovation and Regional Development, CZ
- District of Bielsko-Biala
- RDA Bielsko-Biała

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Core of the project

Cluster mapping



Cluster benchmarking



Cluster Management Lab



Cluster Manager Club

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Cluster Mapping



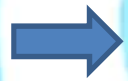
Identification of Guidelines and methodologies for the mapping



Setting up of facilitators working groups



Innovation level mapping inside the clusters



Cluster composition mapping



Data Comparison and evaluation

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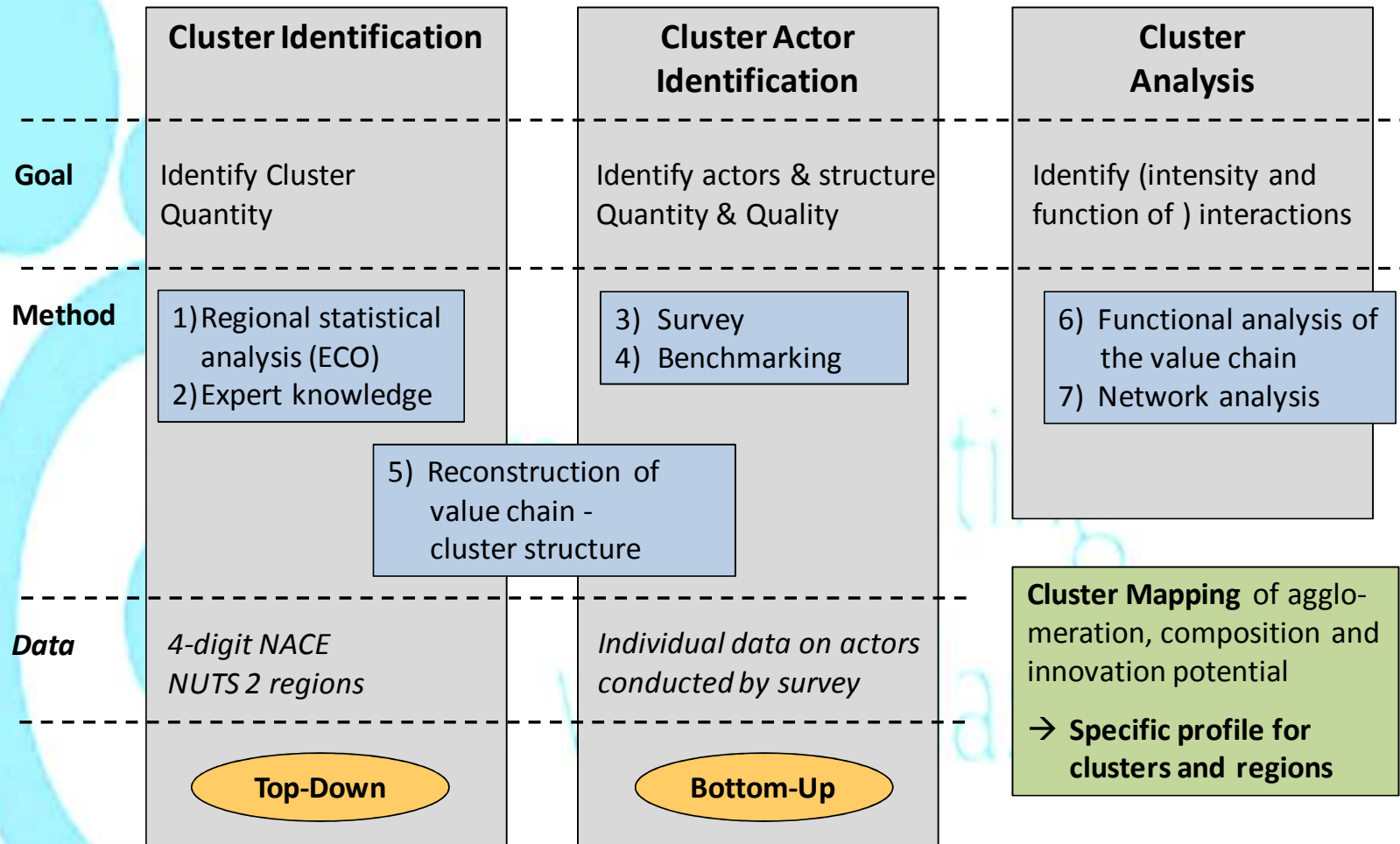


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COOPERATING FOR SUCCESS.



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Cluster Mapping Process



Mapping and Benchmarking Process will analyse the degree of complexity (sectors and subsectors linked together) to understand the level of maturity, innovation and complexity of the cluster.

The dataset comprises indicators to map the Cluster Members (Companies, R&D-Institutions and other Stakeholders) geographically, to identify the Innovation or Cluster Leader and the Cluster Management as well as information on the interaction and cooperation relationships within the cluster.

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Partner	Cluster
CNA EMILIA ROMAGNA	1 - Packaging
	2 - Fashion/ shoes
EMILIA ROMAGNA REGION	1 - Packaging
	2 - Fashion/shoes
IMU INSTITU BERLIN	1 - Optics
	2 - Steel and metal
CAMPUS 02	1 - Mechatronics Cluster Upper Austria
	2 - Renewable Energy Cluster Tyrol
PANNON BUSINESS NETWORK	1 - Thermal
	2 - Textile
ARSSA (PL)	1 - Energy Cluster (passive technologies)
	2 - Tourism Cluster Bielsko-Biała

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Clusters Benchmarking

- ➔ ICT Platform set up
- ➔ Inside the Cluster's SMEs analysis
- ➔ Operating the benchmarking
- ➔ SMEs on screen

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Clusters Management Lab

- ➔ State of the art analysis and vision for future
- ➔ Analysis of the problems and objectives, exchange of ideas in working groups sessions
- ➔ Identification of the objectives
- ➔ Plan of Action at national level
- ➔ Central Europe Plan of Action

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Cluster Manager Club

- ➔ Cluster Manager Club setting up
- ➔ TAP implementation
- ➔ Monitoring and evaluation of the project

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Project's web page www.projectc-plus.eu



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