

# V4ClusterPol

## III. Academic Workshop

Hungary

Budapest

9/9/2016

Standard project Visegrad Fund

**Project title:**

**V4 cluster policies and their influence  
on the viability of cluster organisations**

**Period: 1/1/2016 – 31/12/2016**

# Partners of the project

## Coordinator:

**CZ** - Tomas Bata University in Zlín, Faculty of Management and Economics

## Partners:

**SK** - Alexander Dubcek University in Trencin, Faculty of Social and Economic Relations

**PL** - University of Szczecin, Faculty of Management and Economics of Services

**HU** - Tenderix Consulting and Research Limited Liability Company

# Project description

## The goal of the project:

- to exchange of knowledge and experience within the topic of cluster policies and their influence on the development of cluster organizations, i.e. their viability in the V4 countries

## The framework of the cooperation is outlined:

- by the analysis of the focus of cluster policies in particular V4 countries and selected cluster organizations:

i) **Desk research** - **level of governments and agencies** supporting cluster organisations development within the national and regional dimensions

ii) **Semi-structured interviews** - **level of cluster organisations managers**

## The results will cover:

- **recommendations & best practices** for development of V4 cluster policies for strengthening V4 competitiveness

# Project schedule

## 1. phase: Draft of Project Methodology, 1.1.2016 – 15.2.2016:

- prepared by Pavla Bruszkova (president of National Cluster Association)

### **Workshop 1: Slovakia, Bratislava, 16.2. 2016**

Opening the project

Project schedule

Project methodology - discussion

## 2. phase: Cluster Policy Analysis, 17.2.2016 – 8.6.2016

### **Workshop 2: Poland, Szczecin, 9.6.2016**

Cluster Policy Analysis – reports and discussion

Draft of methodology for survey among cluster organisations - discussion

# Project Schedule

**3. phase: Cluster organisations' managers interviews, SWOT analysis, best practices – 17.6.2016 – 8.9.2016**

**Workshop 3: Hungary, Budapest, 9.9.2016**

**Conditions for CO development, SWOT analysis, best practices – reports and discussions**

**4. phase: Recommendations for cluster policies in V4 countries, Smart cluster policy model – 10.9.2016 – 23.11.2016**

**Workshop 4/Final conference Czech Republic, Prague, 8.12.2016**

**Success story dissemination**

**Recommendations for cluster policies in V4 countries**

**Smart cluster policy model**

**5. phase: V4 Cluster Policy Reports- 9.12.2016 – 31.12.2016**

# V4ClusterPol final conference

Prague, December 8, 2016

Venue: Ministry of Industry and Trade, Czech Republic

## Presentation of the project results:

- evaluation and comparison of cluster policies in V4 countries
- best practices and success stories in the V4 countries
- recommendations for improvement of cluster policies for increasing competitiveness of V4 countries

**Discussion** with representatives of governments, agencies, cluster managers and academics

# Outputs

- 4 national academic **workshops** for knowledge sharing
- 1 **final conference** for discussion and dissemination of achieved results
- 1 official **website** of the project
- 4 Cluster Policy **Reports**



# Project schedule – what has been done

## 1. phase: 1.1.2016 – 15.2.2016

*Draft of Project Methodology - prepared by Pavla Bruszkova (president of National Cluster Association)*

## Workshop 1: Slovakia, Bratislava, 16.2.2016

*Opening the project*

*Project schedule*

*Project methodology - discussion*

*Task: each partner – to prepare analysis of national cluster policy – documents and programmes – desk research according methodology*

*Financial issues, time schedule*

# Project schedule – what has been done

## 2. phase: 17.2.2016 – 8.6.2016

### *Cluster Policy Analysis*

*Desk research – analysis of documents and programmes for cluster support*

*- 4 partial reports prepared by all partners according methodology*

## Workshop 2: Szczecin, 9.6.2016

*Presentation of results of cluster policy analysis by partners*

- comments and discussion,*
- tasks: to complete data, preparation of spider analysis using indicators for documents and programmes according methodology*

*Draft of methodology for survey among cluster organisations' managers for 3rd phase of project – discussion*

*Reporting, financial issues, time schedule*

# Project schedule – what has been done

## 3. phase: 17.2.2016 – 8.6.2016

*Cluster Policy Analysis – short description, spider analysis, time span, documents and programmes, evaluation, map of clusters*

*Survey among cluster organisations' managers*

*SWOT analysis, 2 best practices of cluster policy in each partner's country*

## Workshop 3: Budapest, 9.9.2016

### Presentations:

- Spider analysis of cluster policies
- SWOT analysis of cluster policies
- Results of cluster organisations' managers interviews
- Best practices

### Discussion

Reporting, financial issues, time schedule

**4rd phase:**

**Recommendations for cluster policies in V4  
countries**

**Smart Cluster Policy Model**

**10.9.2016 – 7.12.2016**

# Interim Report

deadline: 10.11.2016

I. INTRODUCTION

II. THE GENERAL ASPECTS OF THE CLUSTER POLICY

III. RESEARCH METHODOLOGY

IV. EVALUATION OF CLUSTER POLICY DEVELOPMENT AND CURRENT SITUATION IN THE CZECH REPUBLIC

V. ANALYSIS OF CLUSTER POLICY APPROACH AND RESULTS

VI. SUMMARY OF ANALYSIS OF DEVELOPMENT AND CURRENT RESULTS OF CZECH CLUSTER POLICY

VII. RECOMMENDATIONS

VIII. CONCLUSION

# Project Schedule – what is following

**Workshop 4: Meeting of partners/Final conference  
- Czech Republic, Prague, 8.12.2016**

**Recommendations for cluster policies in V4  
countries – discussion**

**Presence of cluster policy  
representatives/managers**

**5. phase: V4 Cluster Policy Reports – 9.12.2016 –  
31.12.2016**

***Thank you for your attention!***