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# **V4ClusterPol**

## **Final Conference**

**Czech Republic, Prague**  
**8.12.2016**

prof. Dr. Ing. Drahomíra Pavelková  
Tomas Bata University in Zlin, Faculty of Management  
and Economics

# Agenda

- *Project partners*
- *Project description*
- *Planned outputs*
- *Project schedule*

# Partners of the project

## Coordinator:



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

## Partners:



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



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



**Tenderix Consulting and Research Limited Liability Company**

Project title:

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

**V4ClusterPol**

Period: January, 1 – December, 31, 2016

Budget: 12 000 EUR

# Project description

## The goal of the project:

- to exchange of knowledge and experience within the topic of cluster policies in the V4 countries

## The framework has been outlined:

- by the analysis of cluster policy and its impact on cluster organizations' development in each V4 country, on the level of:
  - i) **governments and agencies** supporting cluster organisations development within the national and regional dimensions
  - ii) **cluster organisations**

## The results cover:

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

# Project description

## Data collection:

### Secondary data

- government strategic documents content analysis
- utilizing statistical data concerning financial support

### Primary data

- result of the survey conducted by the form of semistructured interviews with cluster managers

## The evaluation of data results in:

1. revealing conditions for cluster organisations' development in the V4 countries,
2. identification of best practices,
3. providing recommendation for cluster policies improvement in each V4 country

# 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

## Workshop 1: Slovakia, Bratislava, 16.2.2016

- Project methodology

## Workshop 2: Poland, Szczecin, 9.6.2016

- Cluster Policy Analysis – documents and programmes
- Methodology for survey among cluster organisations



# Project Schedule

## Workshop 3: Hungaria, Budapest, 8.9.2016

- Revealing conditions for CO development
- SWOT analysis
- Best practices

## Workshop 4: Czech Republic, Prague, 7.12.2016

- Recommendations for cluster policies in V4 countries

## Final conference: Czech Republic, Prague, 8.12.2016

- Presentations and discussion of project results

# **I. Cluster Policy Analysis – desk research**

- Time span of cluster policy development
- Documents and programmes
- Supporting authorities
- Financial support
- List and map of cluster organisations
- Evaluation of cluster organisation performance

# Cluster Policy Analysis – desk research

The structure of the data collection forms:

For periods 2007-2013 and 2014-2020:

1. Cluster policies/strategies - mandatory documents
2. Other existing documents for cluster policy
3. Cluster funding programmes

# Cluster Policy Analysis - desk research

The categories of indicators used

= parameters of **SMART CLUSTER POLICY MODEL**

1. **Durability** - the length of the time span of the document/programme operation
2. **Autonomy** – document/programme is exclusively devoted to cluster policy
3. **Functionality**- the combination of the government level of the document adoption, its scope of force throughout the sectors of the governmental departments (i.e. industry, agriculture, services etc.) and the degree of implementation

# Cluster Policy Analysis - desk research

The categories of indicators used:

= parameters of **SMART CLUSTER POLICY MODEL**

**4. Viability** - established institution for cluster policy implementation and existing allocation of financing from the public budget

**5. Continuity**- the confirmation of the governments positive attitude towards the cluster policy issue being a permanent part of the policy-making tools with regular updates to follow the new needs

**6. Integrity** – covering the sectors of public administration and the industries, no matter if traditional or creative, emerging, inter-sectoral, etc.

# Cluster Policy Analysis - desk research

The categories of indicators used:

= parameters of **SMART CLUSTER POLICY MODEL**





**7. Complexity** - all cluster's development stage:

- mapping and analysis
- cluster initiative development
- cluster organisation incubation
- cluster organisation development
- cluster governance

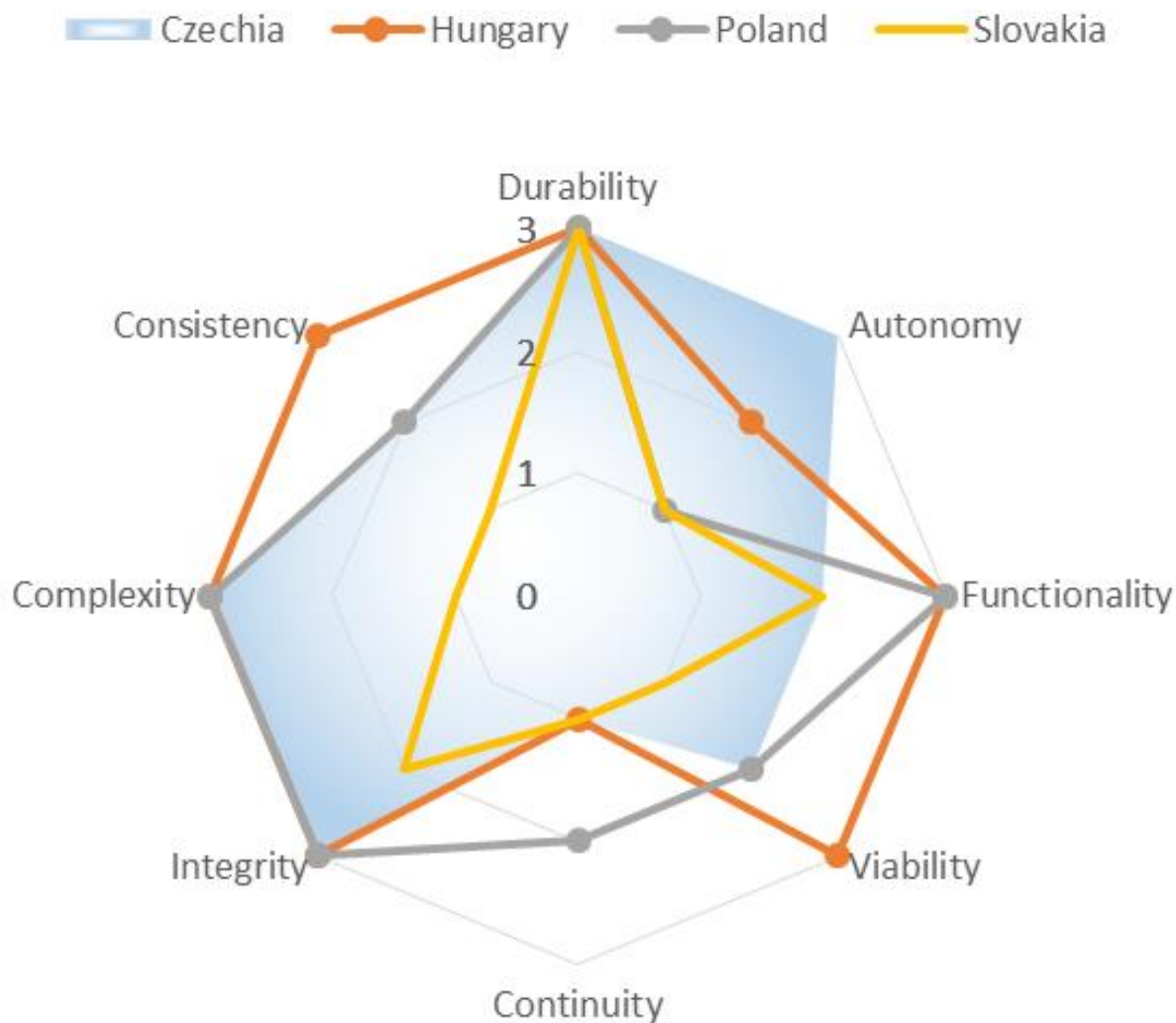
**8. Consistency**

- national accreditation scheme for cluster organisations
- training scheme for cluster stakeholders
- the cluster concept awareness building

## Cluster organisations and financing

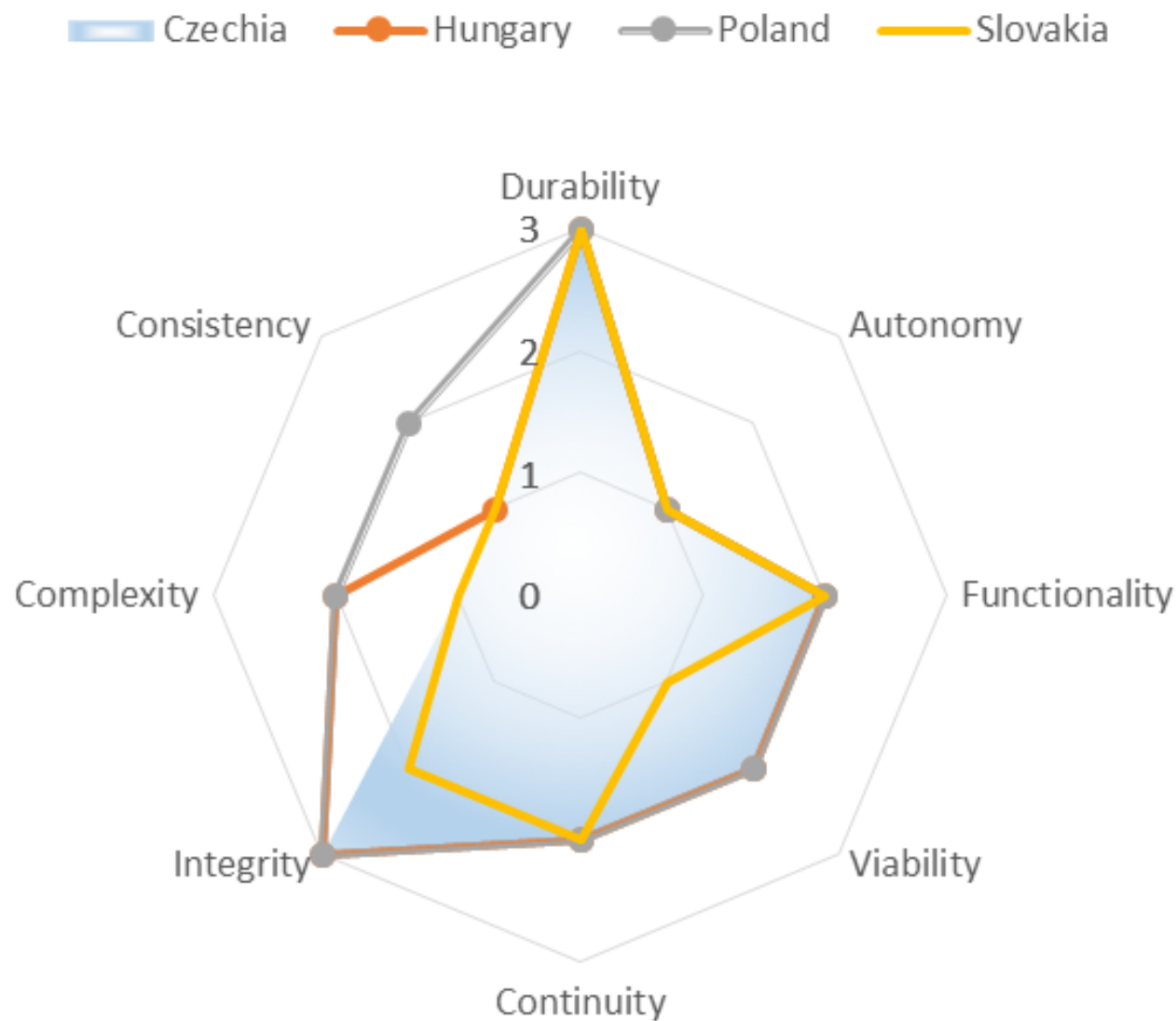
	<b>Czech Republic</b> (10,5 mil. Inhabitants) 	<b>Hungary</b> (10 mil. Inhabitants) 	<b>Poland</b> (38,5 mil. Inhabitants) 	<b>Slovak Republic</b> (5,5 mil. Inhabitants) 
Cluster organisation (CO) establishment	2003	2000	2003	2004
Number of CO	52	34 (accredited)	134	25
Evaluation of CO performance	yes	yes	yes	no
Labelling	1 gold/19 bronze	1 gold/1 silver/26 bronze	3 silver/46 bronze	1 gold/14 bronze

## Documents - national level - comparison of V4 countries (2007-2013)

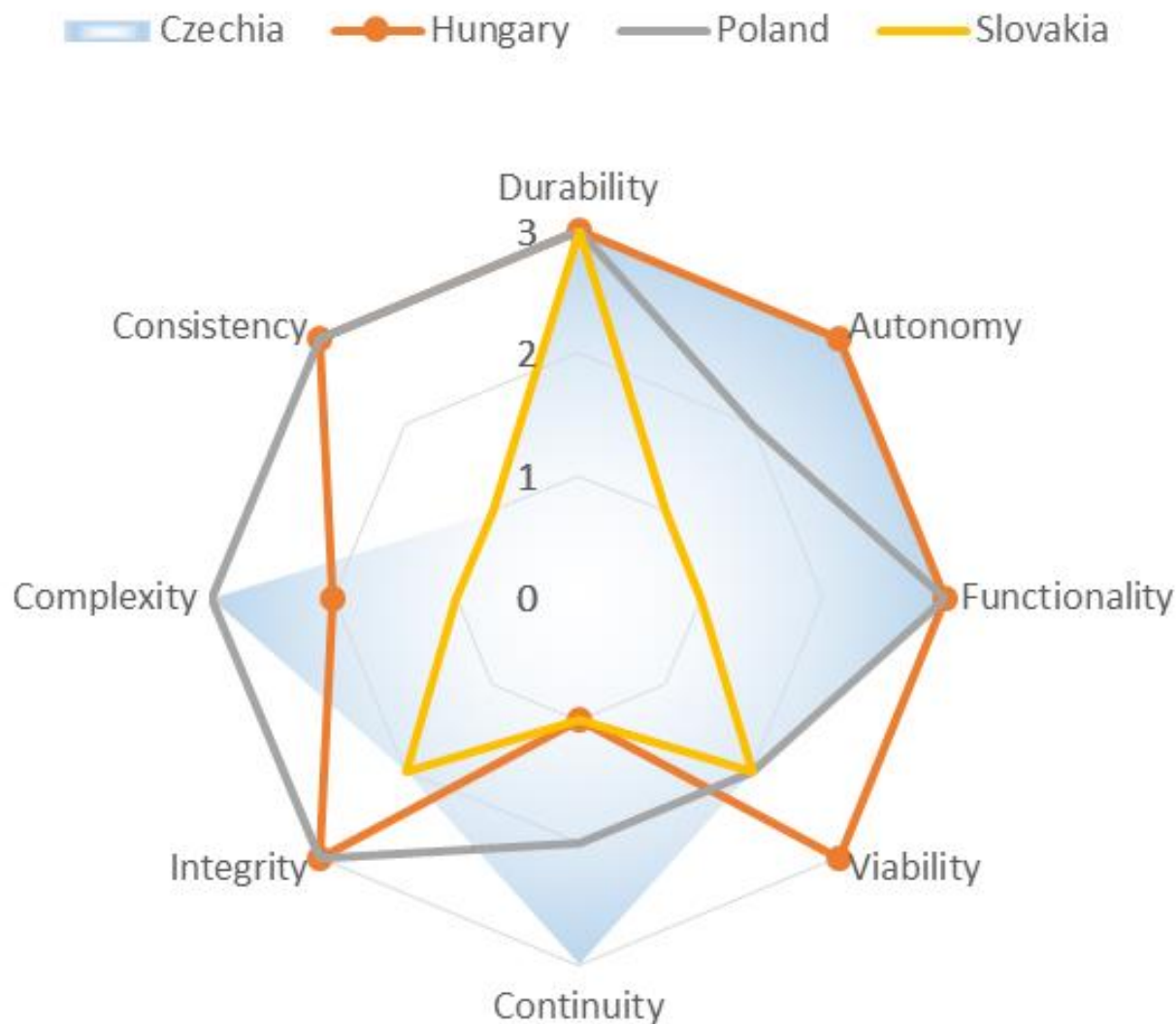




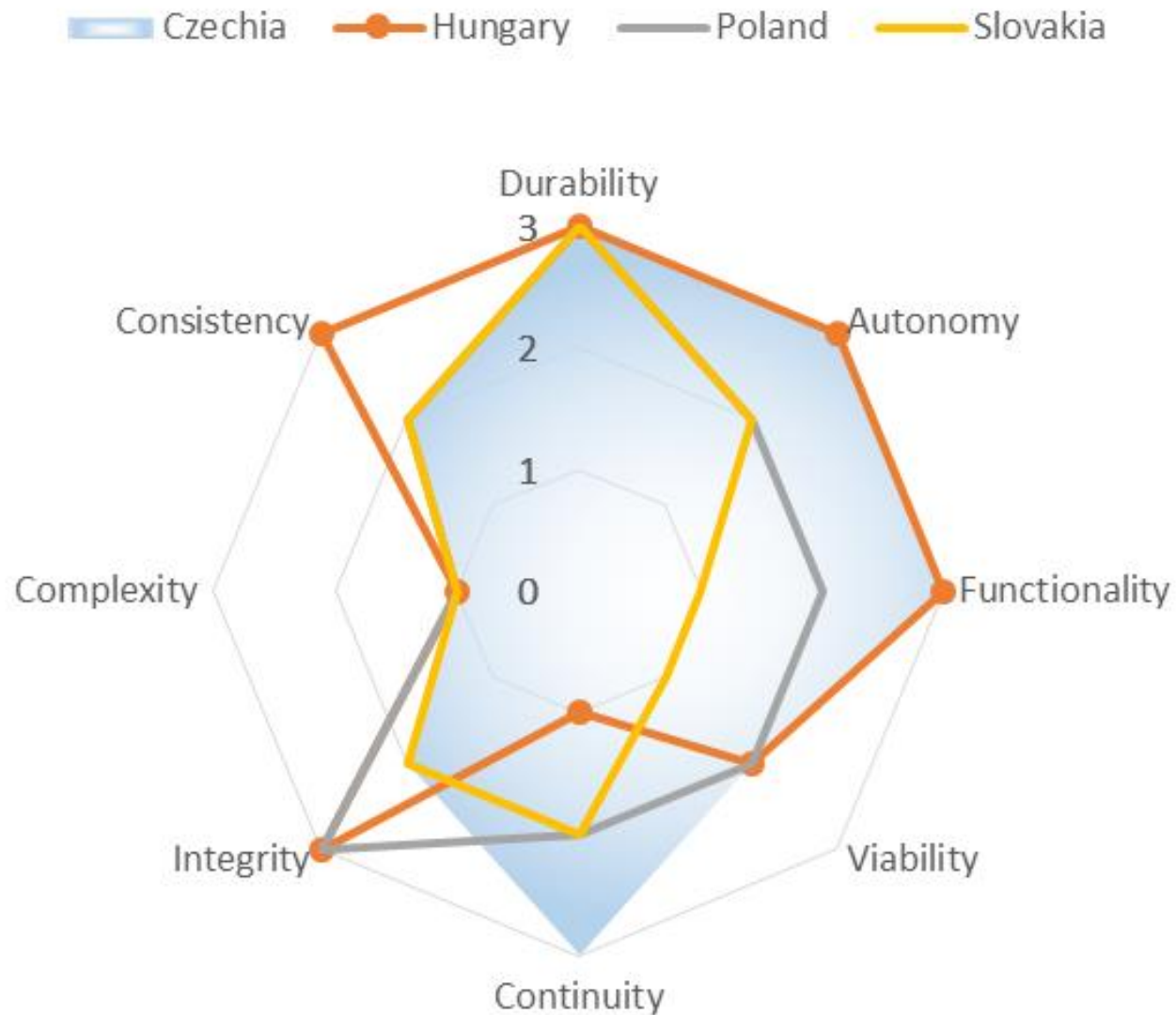
# Documents - national level - comparison of V4 countries (2014-2020)

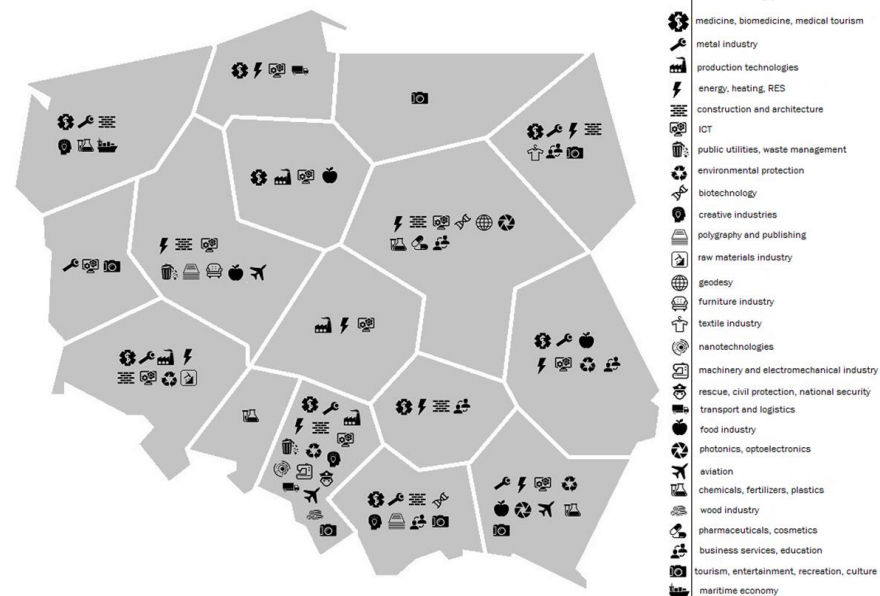
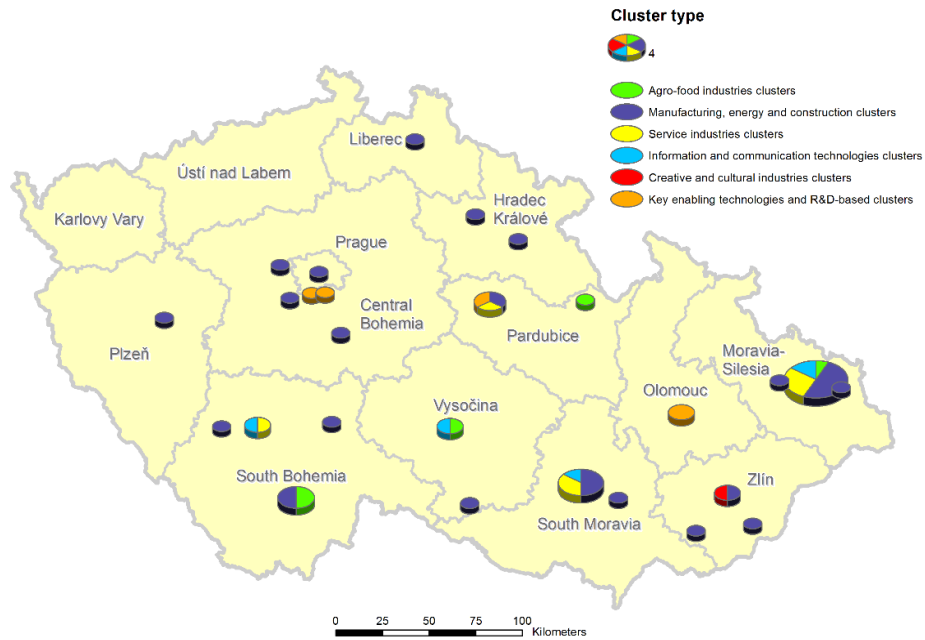


## Programmes - national level - comparison of V4 countries (2007-2013)

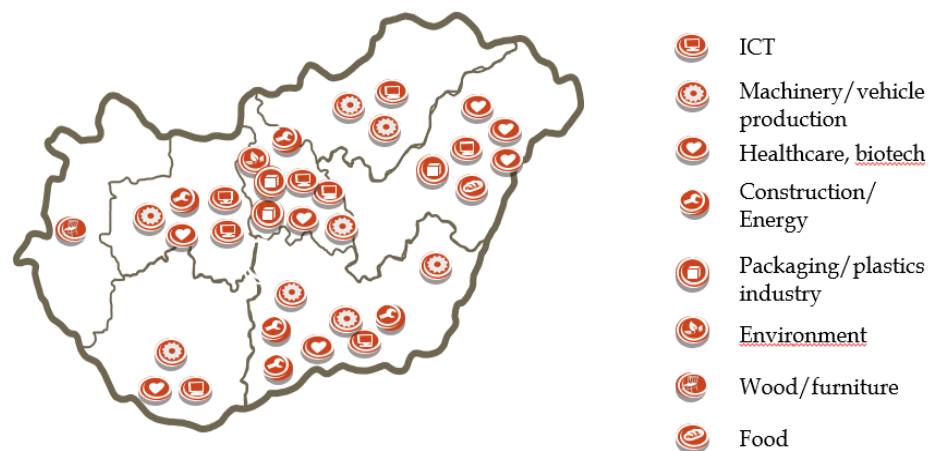
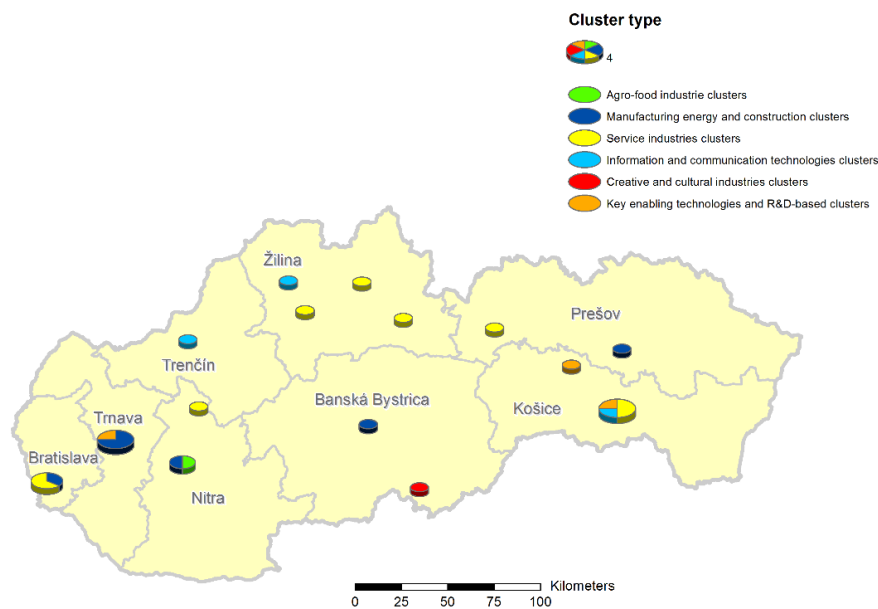


# Programmes - national level - comparison of V4 countries (2014 - 2020)





- medicine, biomedicine, medical tourism
- metal industry
- production technologies
- energy, heating, RES
- construction and architecture
- ICT
- public utilities, waste management
- environmental protection
- biotechnology
- creative industries
- polygraphy and publishing
- raw materials industry
- geodesy
- furniture industry
- textile industry
- nanotechnologies
- machinery and electromechanical industry
- rescue, civil protection, national security
- transport and logistics
- food industry
- photonics, optoelectronics
- aviation
- chemicals, fertilizers, plastics
- wood industry
- pharmaceuticals, cosmetics
- business services, education
- tourism, entertainment, recreation, culture
- maritime economy



- ICT
- Machinery/vehicle production
- Healthcare, biotech
- Construction/Energy
- Packaging/plastics industry
- Environment
- Wood/furniture
- Food

## II. Semi-structured interviews in CO

### The structure of the respondents

- interview was carried out with the cluster manager
- following sectors - each sector was represented by one cluster:
  - 1) **Manufacturing** – traditional (processing) industries with value chains delivering final products to the market;
  - 2) **ICT**;
  - 3) **KETs** (preferably one of the six key enabling technologies: micro and nanoelectronics, nanotechnology, industrial biotechnology, advanced materials, photonics, and advanced manufacturing technologies) or other technology / R&D-based cluster;
  - 4) **Agro-food industries**;
  - 5) **Services** – tourism, spa, health, social work, education, transport & logistic;
  - 6) **Creative & cultural industries**.

# Semi-structured interviews in CO

## The structure of the questionnaire

- Item 0. Identification
- Item 1. Sector of operation
- Item 2. Awareness – policy
- Item 3. Awareness - funding programme
- Item 4. Exploitation
- Item 5. Satisfaction
- Item 6. Relevance
- Item 7. Needs
- Item 8. Improvement suggestions

# SWOT analysis of cluster policy

<b>Strenghts</b> <ul style="list-style-type: none"><li>• ...</li><li>• ...</li><li>• ...</li><li>• ...</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>• ...</li><li>• ...</li><li>• ...</li><li>• ...</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• ...</li><li>• ...</li><li>• ...</li><li>• ...</li></ul>	<b>Threaths</b> <ul style="list-style-type: none"><li>• ...</li><li>• ...</li><li>• ...</li><li>• ...</li></ul>

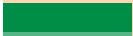
# Best practices



The National Cluster Strategy (2005-2008)



Continual programme support of COs development



Cluster accreditation model



Multi stage cluster development model



Indirect support of clusters implemented by Polish Agency for Enterprise Development



The formulation process of the cluster policy foundations – establishment and recommendations of the Working Group for Cluster Policy



The Slovak Innovation and Energy Agency



## Recommendations for improvement of cluster policy individually for each V4 country

Smart Cluster Policy Model	Where are we?	What is necessary to improve?	How can it be improved?

# Recommendations

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

**pavelkova@fame.utb.cz**