V4ClusterPol
II. Academic Workshop

Poland

Szczecin

9/6/2016

Standard project Visegrad Fund

Project title:

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

Period: 1/1/2016 – 21/12/2016

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 Bruskova (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 – June, 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 interwievs, best practices –
17.6.2016 – 8.9.2016**

Workshop 3: Hungaria, Budapest, 9.9.2016
Conditions for CO development, best practices – reports and discussions

**4. phase: Recommendations for cluster policies in V4 countries – 15.9.2016
– 23.11.2016**

Workshop 4/Final conference Czech Republic, Prague, 24.11.2016
Recommendations for cluster policies in V4 countries – discussion
Presence of cluster policy representatives/managers

5. phase: V4 Cluster Policy Reports- 25.11.2016 – 31.12.2016

Outputs

- 4 national academic workshops for knowledge sharing

- 1 final conference for discussion and dissemination of achieved results

- 1 oficial website of the project

- 4 Cluster Policy Reports

V4ClusterPol final conference

Prague, November, 24, 2016
Venue: Ministry of Industry and Trade, Czech Republic

Presentation of the project results:
- comparison and evaluation of cluster policies in V4 countries
- best practices in the V4 countries
- recommendations for improvement of competitiveness of V4 countries

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

Project schedule – what has been done

1. phase: Draft of Project Methodology, 1.1.2016 – 15.2.2016:
- prepared by Pavla Bruskova (president of National Cluster Association)

Workshop 1: Slovakia, Bratislava, 16.2. 2016
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2. phase: Cluster Policy Analysis, 17.2.2016 – 8.6.2016

4 partial reports prepared by all partners according methodology

Methodology of Cluster Policy Analysis

The structure of the data collection forms:

0. The project partner's identification and contact data

1.A Existing cluster policies/strategies (mandatory documents 2014-2020)
1.B Preceding cluster policies/strategies (mandatory documents 2007-2013)

2.A Other existing documents for cluster policy (optional 2014-2020)
2.B Other preceding documents for cluster policy (optional 2007-2013)

3.A Existing cluster funding programmes (2014-2020)
3.B Preceding cluster funding programmes (2007-2013)

Methodology of Cluster Policy Analysis

The categories of indicators used:

0. Identification
1. Durability
2. Autonomy
3. Functionality
4. Viability
5. Continuity
6. Integrity
7. Complexity
8. Consistency

Project schedule

Workshop 2: Poland, Szczecin, 9.6.2016

1. Cluster Policy Analysis – first results and discussion

2. Draft of methodology for survey among cluster organisations for 3rd phase of project - discussion

1. Cluster Policy Analysis – first results and discussion

- **Presentations of desk research results**

- **Comments and discussion:**
- For comparison of cluster policies only national, regional or local documents and programmes
- Indicators: Autonomy – distinguish what is explicit part of another policy document or just general
- choose just one choice (no multiple choice)
- distinguish direct and indirect support

1. Cluster Policy Analysis – first results and discussion

DEADLINE for finalisation of the desk research templates: 30.6.2016
(please send to [Konarik@fame.utb.cz)](mailto:Konarik@fame.utb.cz)

CZ team will provide spider analysis of V4 cluster policies to all partners: 31.7.2016

2. Draft of methodology for survey among cluster organisations for 3rd phase of project - discussion

3rd phase:

Cluster organisations' managers interviews, best practices

10.6.2016 – 8.9.2016

2. Draft of methodology for survey among cluster organisations for 3rd phase of project - discussion

Methodology - Semi-structured interviews in CO

The structure of the respondents

- 6 functional cluster organisations
- interview will be carried out with the cluster manager or other delegated person
- the sample of five clusters will comprise of the following sectors while each sector will be 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.**

2. Draft of methodology for survey among cluster organisations for 3rd phase of project - discussion

Methodology - 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**

2. Draft of methodology for survey among cluster organisations for 3rd phase of project - discussion

Methodology - Best practices

Each partner will propose minimum two best practices showing the proven administrative, organisational, infrastructural, thematic, innovative and/or financial arrangements that helped to enhance the cluster development in a substantial way.

Interim Report
deadline: 25.8.2016

COUNTRY

A) Evolution of cluster policy in the country – short description
The form of presentation in Cluster Policy Report:

I.   *Time span* of development of cluster policy in the country
II.   *Documents and Programmes* - national and regional level - Desk research (Methodology Guide Part I) – summary (all results in Apendix)
III.   *Cluster performance evaluation*
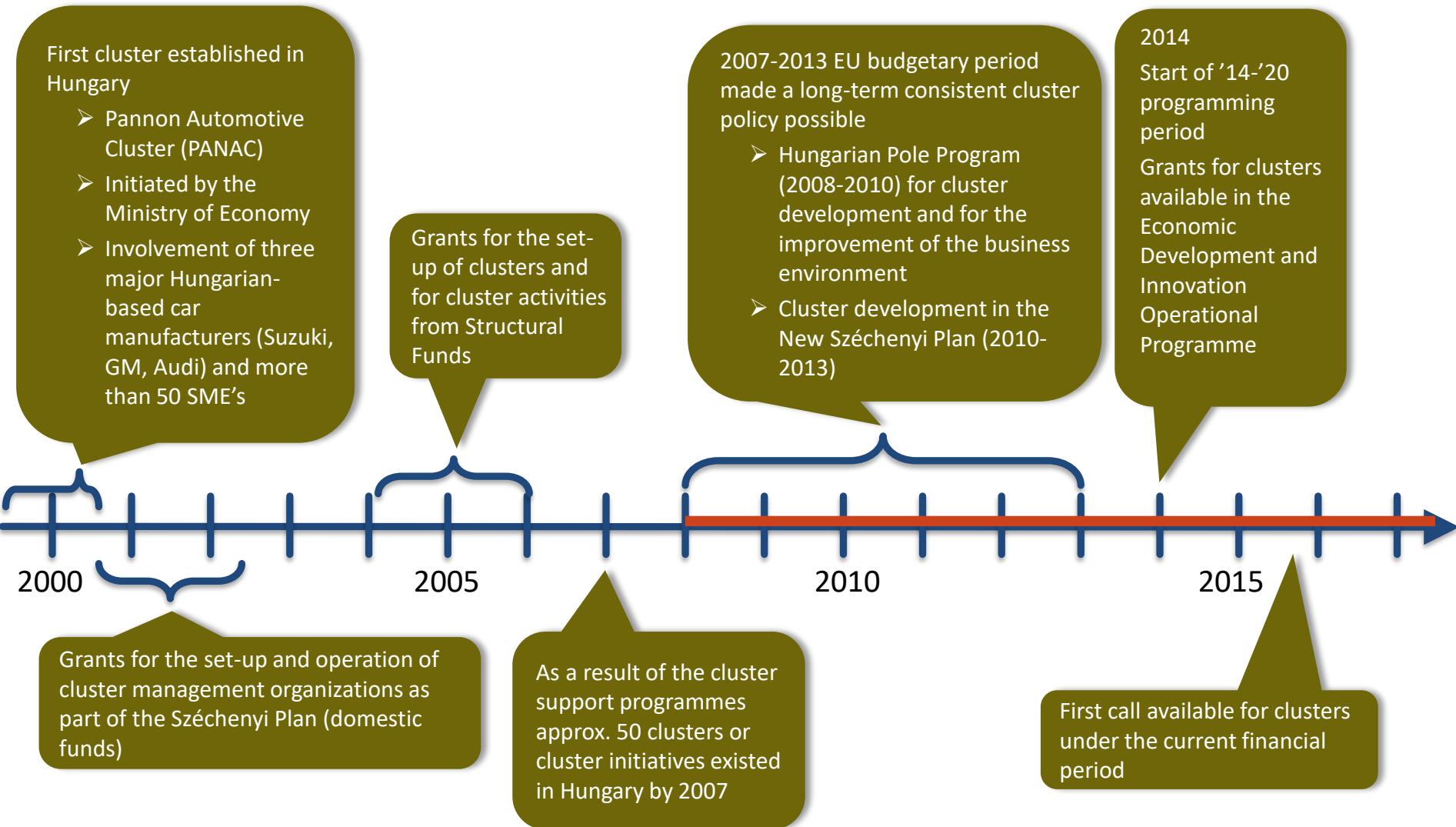IV.   *Map of cluster organisations*

B) Spider analysis

C) Semi-structured interviews (Methodology Guide Part II) - results

Detailed description how to deal with part A

See next 4 slides as **an inspiration** from Zoltan how to deal with part A I.-IV. (with respect of the fact that each country has different development and content)
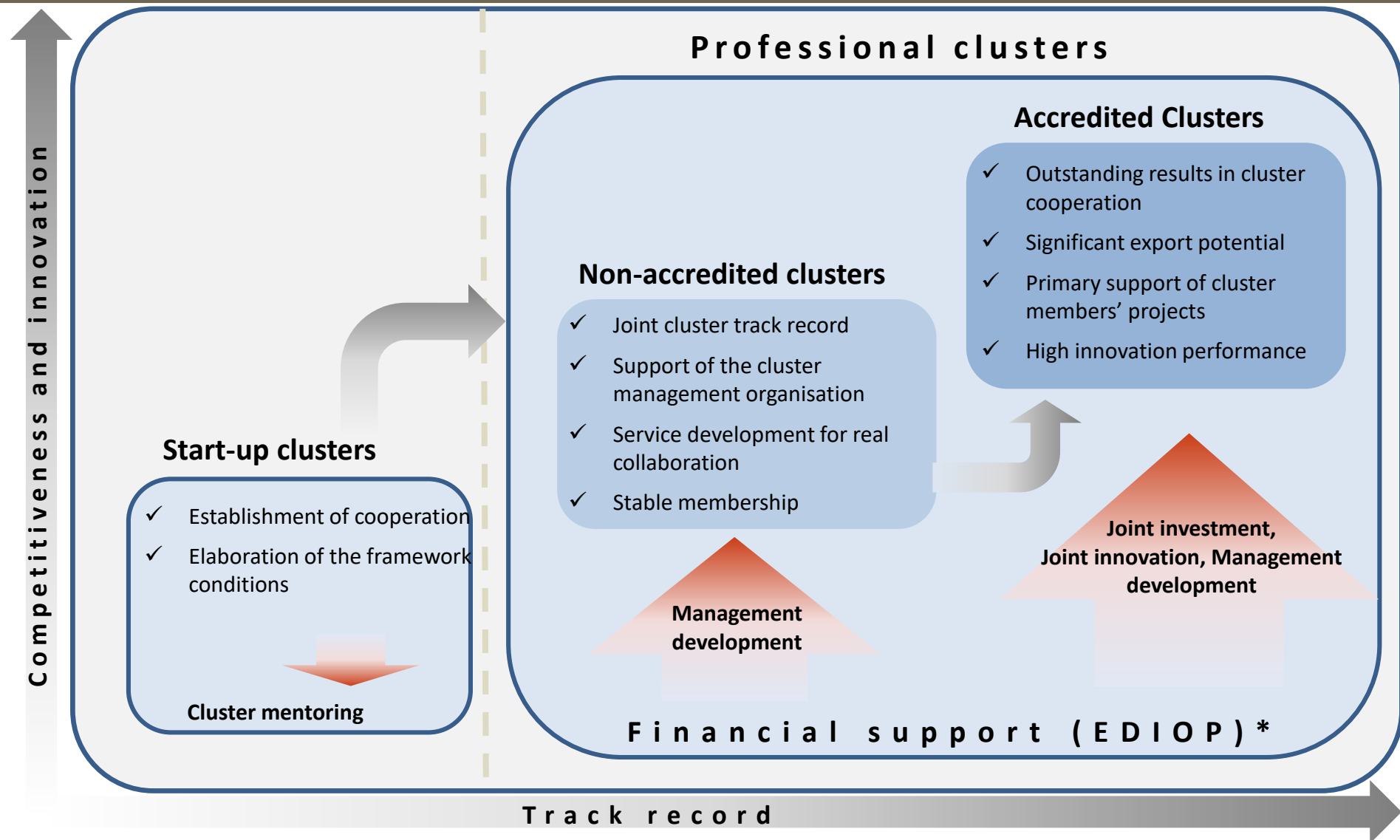
Cluster programmes in Hungary from 2000

First cluster established in Hungary
- Pannon Automotive Cluster (PANAC)
- Initiated by the Ministry of Economy
- Involvement of three major Hungarian-based car manufacturers (Suzuki, GM, Audi) and more than 50 SME's

Grants for the set-up of clusters and for cluster activities from Structural Funds

2007-2013 EU budgetary period made a long-term consistent cluster policy possible
- Hungarian Pole Program (2008-2010) for cluster development and for the improvement of the business environment
- Cluster development in the New Széchenyi Plan (2010-2013)

2014
Start of '14-'20 programming period
Grants for clusters available in the Economic Development and Innovation Operational Programme

Grants for the set-up and operation of cluster management organizations as part of the Széchenyi Plan (domestic funds)

As a result of the cluster support programmes approx. 50 clusters or cluster initiatives existed in Hungary by 2007

First call available for clusters under the current financial period

2000   2005   2010   2015

Source: Ministry for National Economy and Tenderix analysis

Relevant strategies, programmes, calls assessed through the desk research

Period 2007-2013

Period 2014-2020

Cluster related programmes/strategies

Period 2007-2013
- **Hungarian Pole Programme and its continuation**

Period 2014-2020
- **National S3 document of Hungary**
- **Regional S3 documents**
- **Investment in the future (official R&D strategy of Hungary)**
- There is no officially accepted cluster strategy in Hungary

Other cluster related strategies

Period 2007-2013
- **n. a.**

Period 2014-2020
- **Expert study on the renewal of the cluster development system of Hungary**
- Not an official government programme, however adopted by the MNE

Cluster related calls/funding programmes

Period 2007-2013
- **Dedicated call for proposal for innovation projects of cluster members through EDOP**
- **Call for proposal for the development of cluster management organisations through ROP**

Period 2014-2020
- **Call for proposals for the development of cluster management organisations through EDIOP**
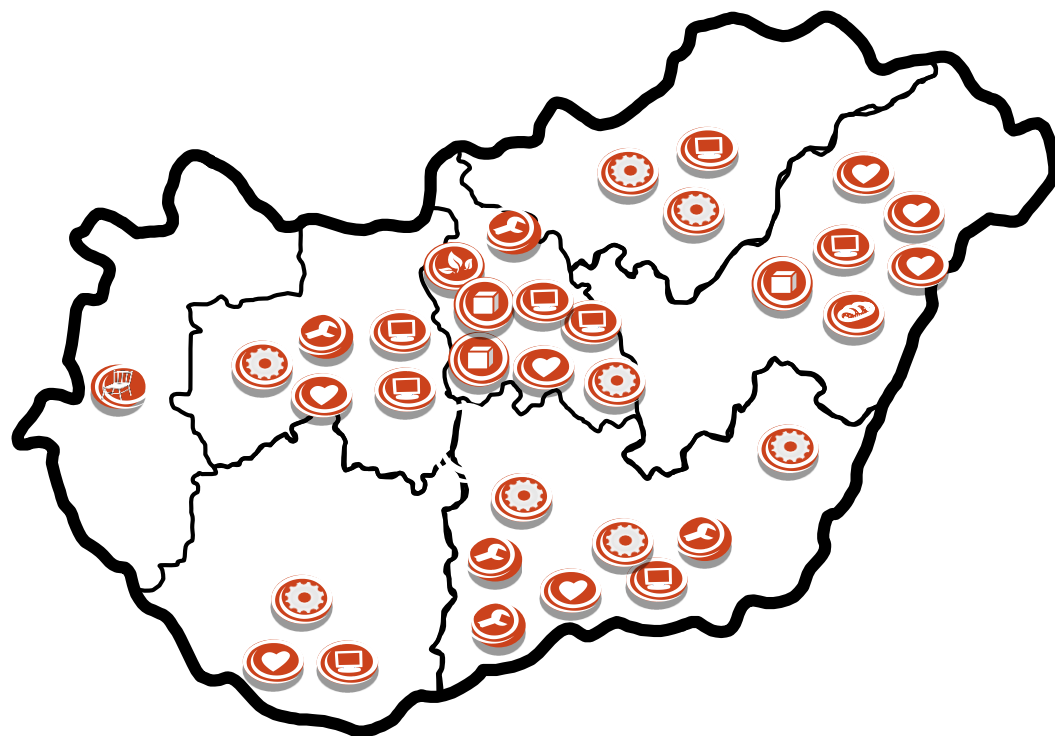- There are no dedicated R&D calls for clusters

Hungarian cluster development concept 2014-20

Competitiveness and innovation

Professional clusters

Accredited Clusters

- ✓ Outstanding results in cluster cooperation
- ✓ Significant export potential
- ✓ Primary support of cluster members' projects
- ✓ High innovation performance

Non-accredited clusters

- ✓ Joint cluster track record
- ✓ Support of the cluster management organisation
- ✓ Service development for real collaboration
- ✓ Stable membership

Start-up clusters

- ✓ Establishment of cooperation
- ✓ Elaboration of the framework conditions

Cluster mentoring

Management development

Joint investment, Joint innovation, Management development

Financial support (EDIOP) *

Track record

Source: Ministry for National Economy

* Economic Development and Innovation Operational Programme 2014-2020

Accredited Clusters at present

	Annual revenue	Export revenue	Employees
1011 SMEs	EUR M 2 916	EUR M 739	31 796
108 Large enterprises	EUR M 27 132	EUR M 5 629	99 906
Total	EUR M 30 048	EUR M 6 368	131 702

ICT	8
Machinery/vehicle production	8
Healthcare, biotech	7
Construction/ Energy	5
Packaging/plastics industry	3
Environment	1
Wood/furniture	1
Food	1
Total	**34**

Source: Ministry for National Economy

Presentation for Budapest Meeting
deadline for sending to Konarik@fame.utb.cz: **5.9.2016**

COUNTRY

1) SWOT analysis of Cluster Policy

Strenghts	Weakness
• …	• …
• …	• …
• …	• …
Opportunities	Threaths
• …	• …
• …	• …
• …	• …

2) Identification of min. two best practices of cluster policy

Project Schedule – what is following

Workshop 3: Hungaria, Budapest, 9.9.2016
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Thank you for your attention!