



CLUSTRAT

Boosting innovation through new cluster concepts in support of emerging issues and cross-sectoral themes

Úvodní slovo a představení projektu CluStrat

PaedDr. Pavla Břusková
prezidentka Národní klastrové asociace

Expertní workshop

GENDER V INOVACÍCH

Ostrava, 25.2.2013



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

CLUSTRAT

BOOSTING INNOVATION
THROUGH NEW CLUSTER
CONCEPTS IN SUPPORT OF
EMERGING ISSUES AND
CROSS-SECTORAL THEMES

STRATEGIC PROJECT

CLUSTRAT



Posílení
inovací
prostřednictvím
nových
klastrových
konceptů na
podporu
**vynořujících
se oborů a
průřezových
témat**

CLUSTRAT THE PROJECT

How can clusters stay competitive in the light of new emerging industries and cross-sector issues? The CluStrat project strives to develop a joint strategy on how to enhance the innovation capacity and competitiveness of clusters in the Central Europe area.

18 partners and 7 associated institutions from Austria, the Czech Republic, Germany, Hungary, Italy, Poland, Slovenia, Slovakia and Ukraine have joined forces to explore suitable and effective cluster concepts and supporting policy measures. They will work together for three years, from October 2011 onwards.

The CluStrat project is implemented through the CENTRAL EUROPE Programme co-financed by the European Regional Development Fund.

Furthermore, CluStrat is considered as a light house project in the EU Strategy for the Danube Region.

Zvyšování
inovační
kapacity
a konkurence-
schopnosti
klastrů Střední
Evropy

18 partnerů
z 9 zemí

Strategie EU pro
dunajský region.



NEW CLUSTER CONCEPTS IN SUPPORT OF EMERGING INDUSTRIES AND CROSS-SECTOR ISSUES

In the light of overall trends including demographic or climate change, new products and services will be required. As a result, new markets and industries will emerge.

? **How can clusters deliver the products and services that are needed in order to serve and exploit these new demands?**

At the same time, several cross-cutting issues such as gender and diversity, internationalization or technology & knowledge transfer become increasingly important for the performance of clusters.

? **How can clusters successfully approach and promote these cross-cutting issues for the benefit of their members?**

CLUSTRAT seeks to answer these questions through new policy approaches to support clusters in anticipating these trends and issues and capitalizing on their potentials.

Připravenost
na nové výzvy
a trendy ve
společnosti –
demografické
a klimatické
změny



Nové potřeby,
trhy, obory
a služby

Role klastrů
v tomto procesu

CLUSTRAT'S THEMATIC FOCUS

CluStrat partners have agreed to focus on the following fields:



ACTIVITIES

CluStrat partners have initiated a systematic **Policy Dialogue** at regional, national and transnational level. The Policy Dialogue is an ongoing process of exchange, discussion and learning which involves cluster policy makers at all levels in the development of new policy approaches and strategy elements – throughout the project. At the same time, sectoral experts, cluster practitioners and members such as companies, universities and other R&D institutions are involved in CluStrat for their expertise and hands-on experience:

- Národní a nadnárodní dialogy ke klastrovým politikám
- Expertní workshopy
- Regionální meziklastrové a meziregionální pilotní projekty
- Analýza potenciálu
- Doporučení pro tvorbu politik
- Společný akční plán pro CE

Děkuji za pozornost

PaedDr. Pavla Břusková
prezidentka

bruskova@nca.cz

Tel: 731 505 929



Národní klastrová asociace

Novoveská 1139/22, 709 00 Ostrava

info@nca.cz; www.nca.cz