

Clusters as drivers of regional development and innovation and the role of transnational cooperation



European Commission
Enterprise and Industry

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Berlin Adlershof/WISTA

Support of clusters in light of the Europe 2020 strategy

EUROPE 2020

A European strategy for smart, sustainable and inclusive growth

**Flagship Initiative:
"Innovation Union"**



To promote knowledge partnerships and strengthen links between education, business, research and innovation

**Flagship Initiative:
"An industrial policy for
the globalisation era"**



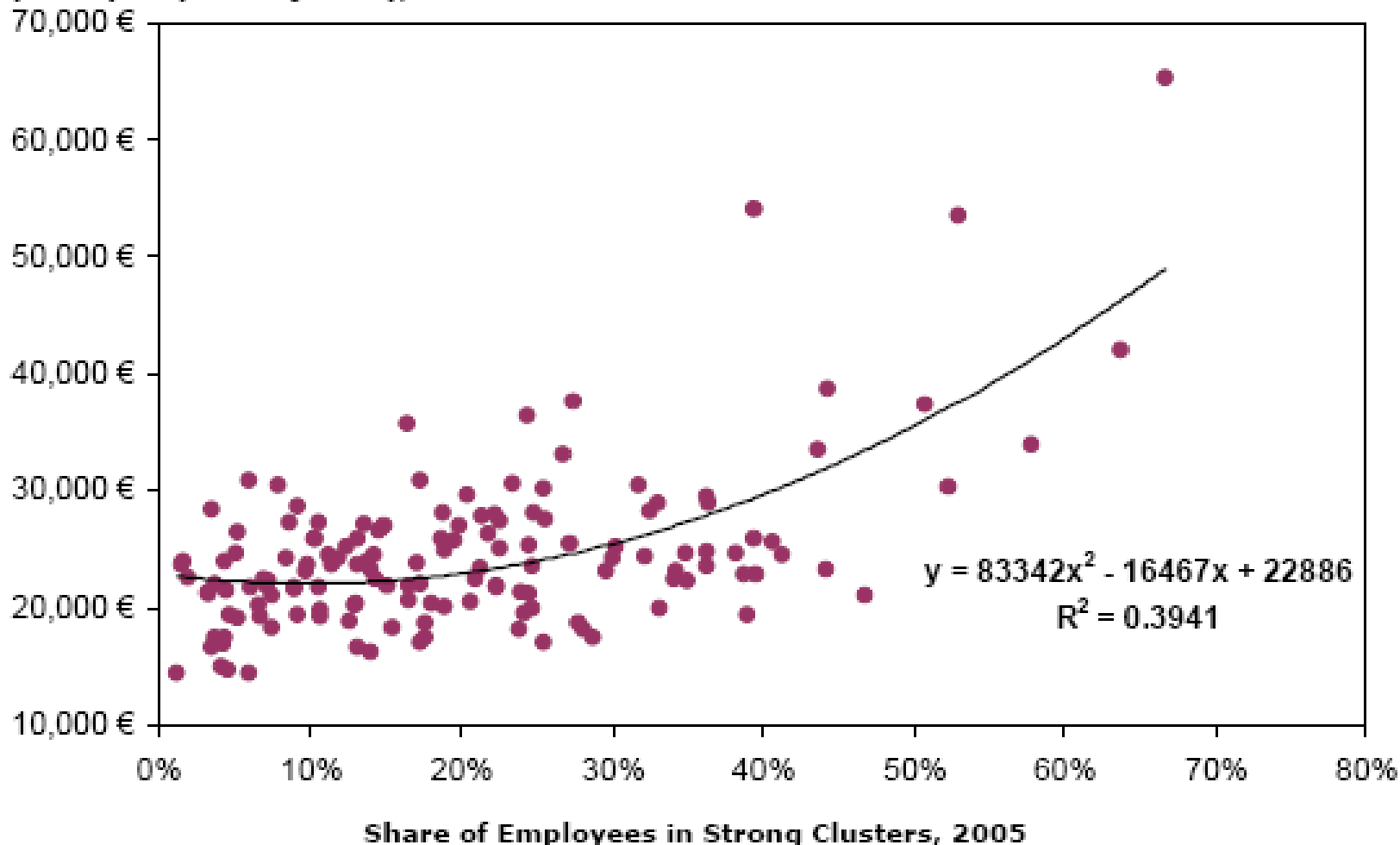
To improve the business environment, especially for SMEs, including through the promotion of clusters

The European dimension

- **Europe doesn't lack clusters and cluster initiatives**
- **Objective is to create more “world-class” clusters in Europe**
- **The magic word is “excellence”!**

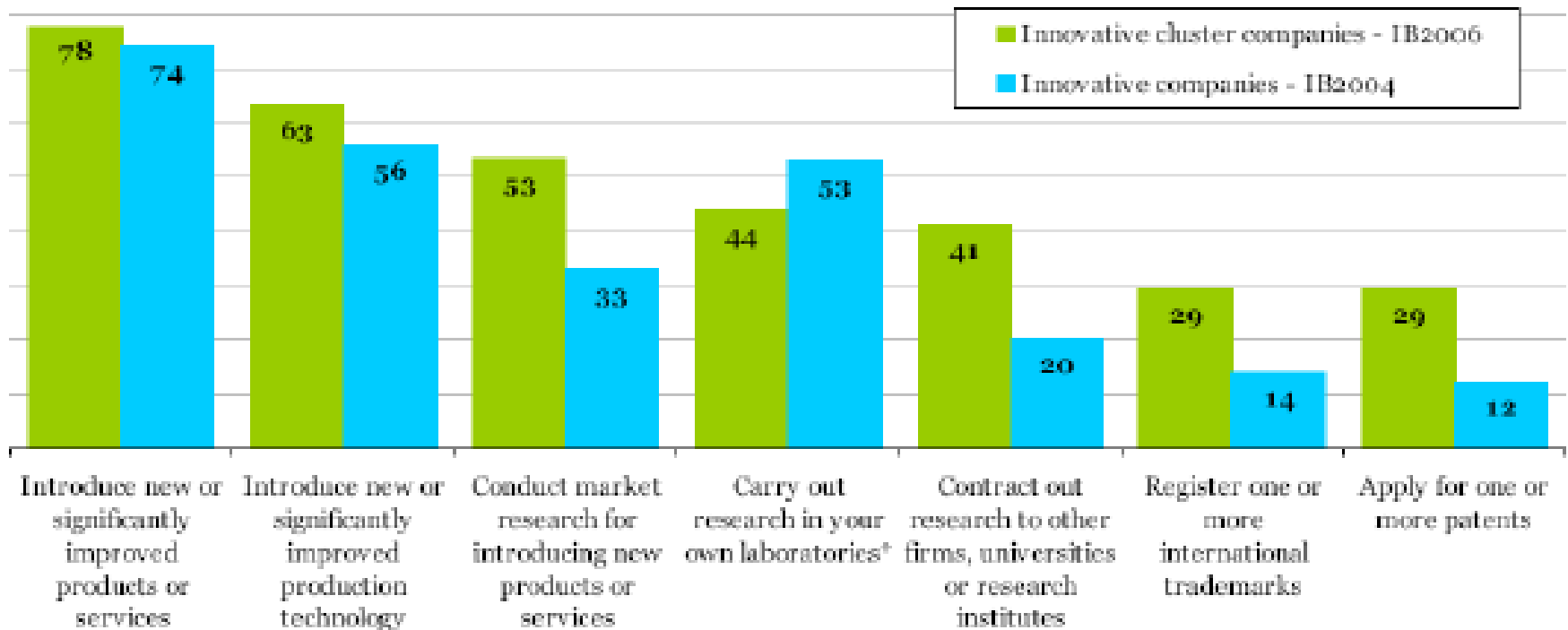
Figure 10: Cluster Strength and Prosperity (EU15)

GDP per Capita (PPP adjusted), 2004



Source: European Cluster Observatory. ISC/CSC cluster codes 1.0, dataset 20070510

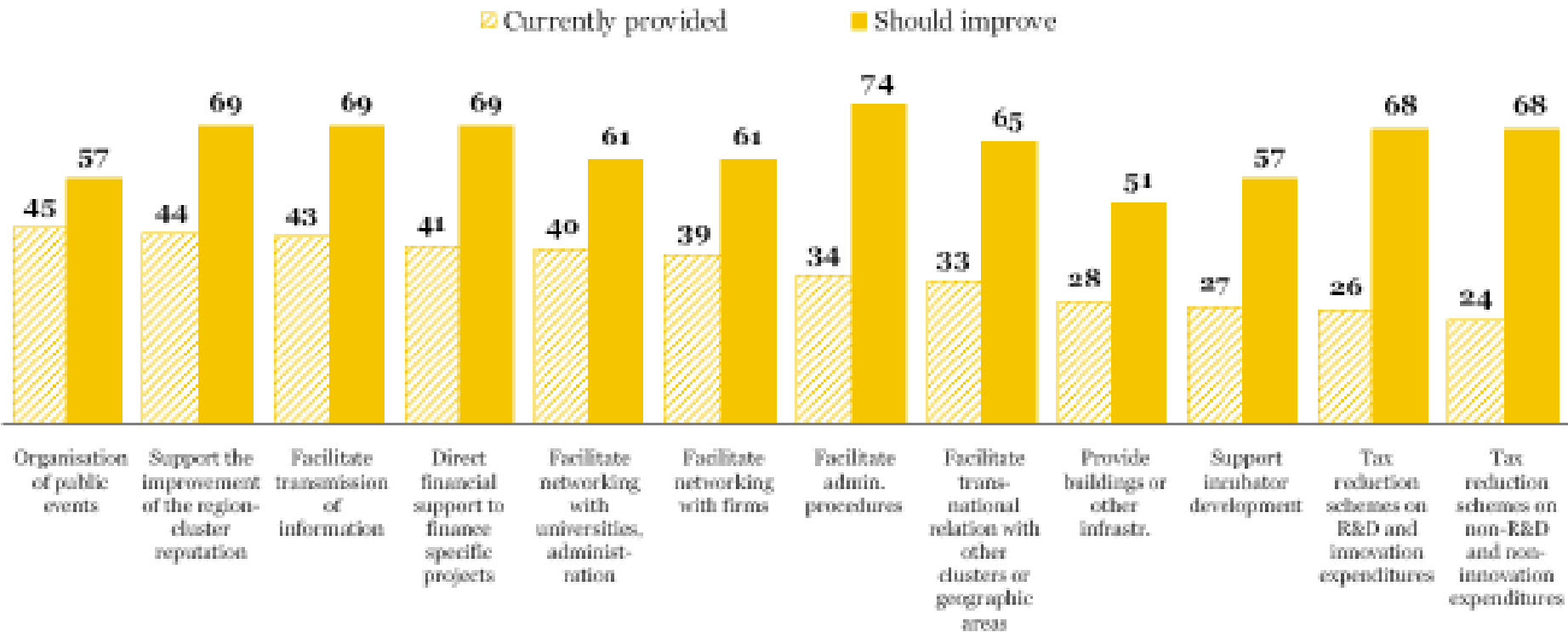
Figure 4: Comparison between clustered and non-clustered firms
Innovation is higher in clusters than elsewhere (a comparison with IB 2004)



Source: European Commission (2006d) *2006 Innobarometer on cluster's role in facilitating innovation in Europe*

Figure 11: Support activities of public authorities:

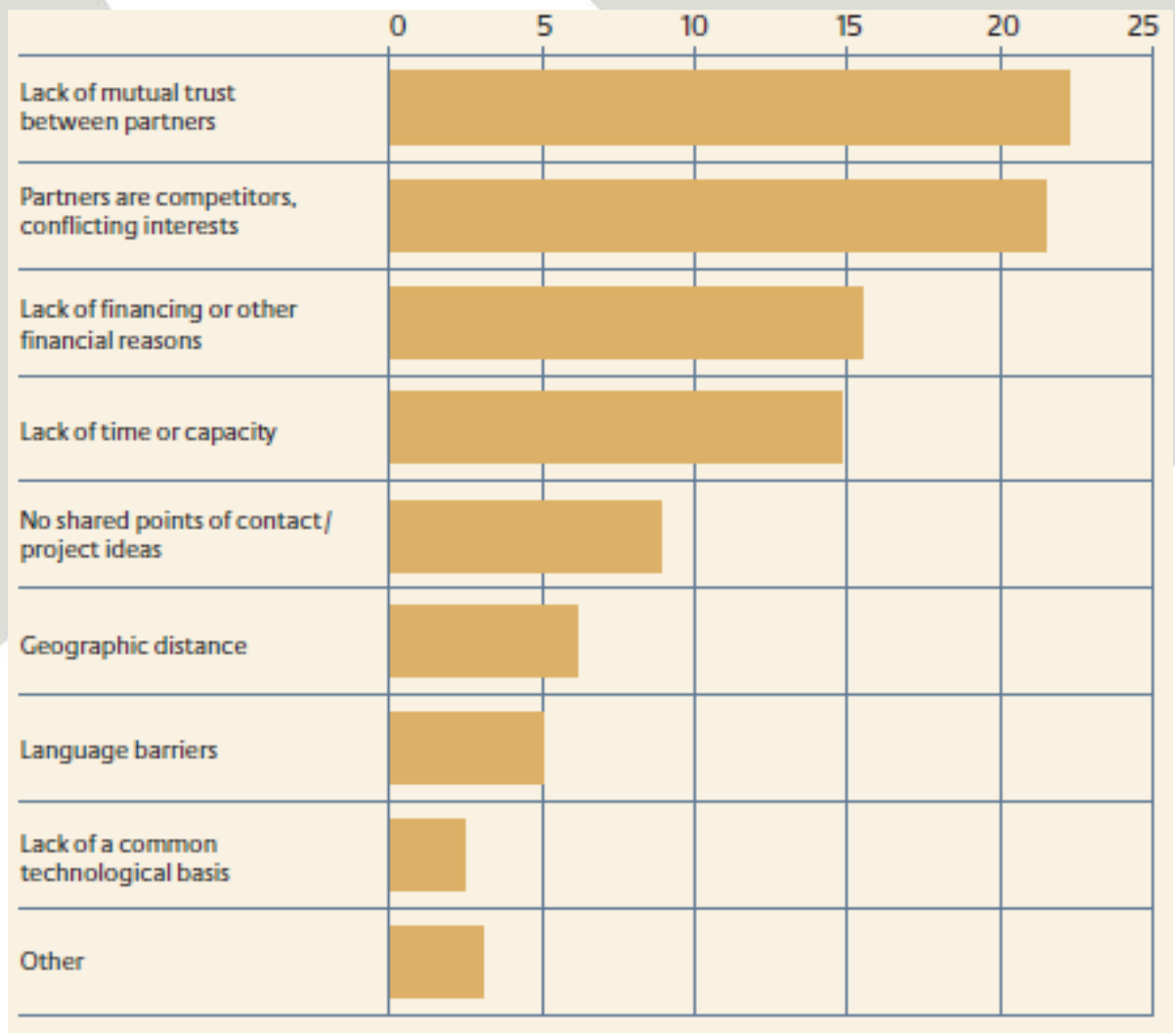
Assessment of current levels and desire for improvement



Source: European Commission (2006e) *Innobarometer 2006 on clusters*.



Barriers for internationalisation cluster cooperation



German-Polish regional networks: Similarities and Differences

- Highly interested in R&D cooperation with international networks
 - Lack of detailed information about existing regional networks
 - Both lack concrete internationalisation strategies
- Targetted business trips and networking visits as well as joint projects and R&D cooperation seen as key enablers
 - Polish networks see themselves more in the embryonic stage
- German networks have a higher median of members (maturity)

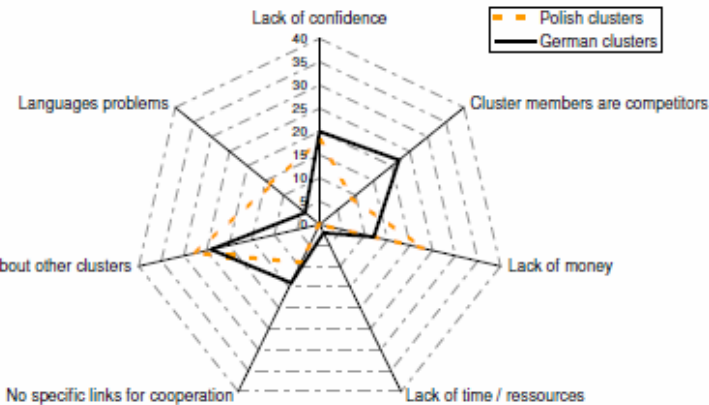


Figure 16: Barriers for network based bilateral German Polish co-operation (figures in %)

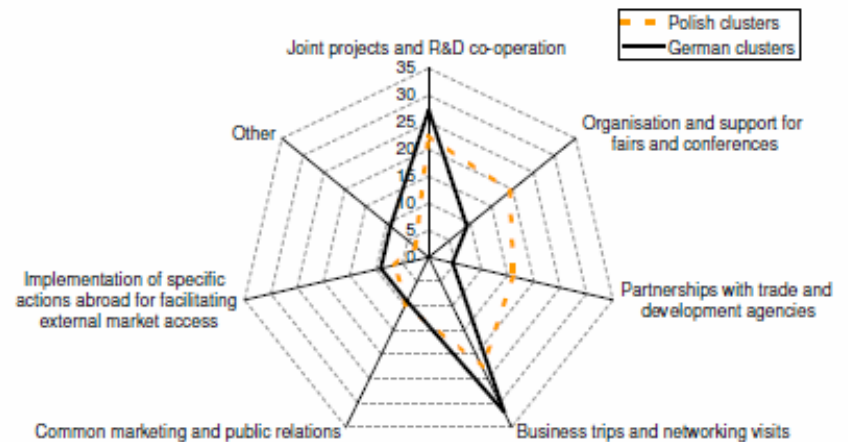


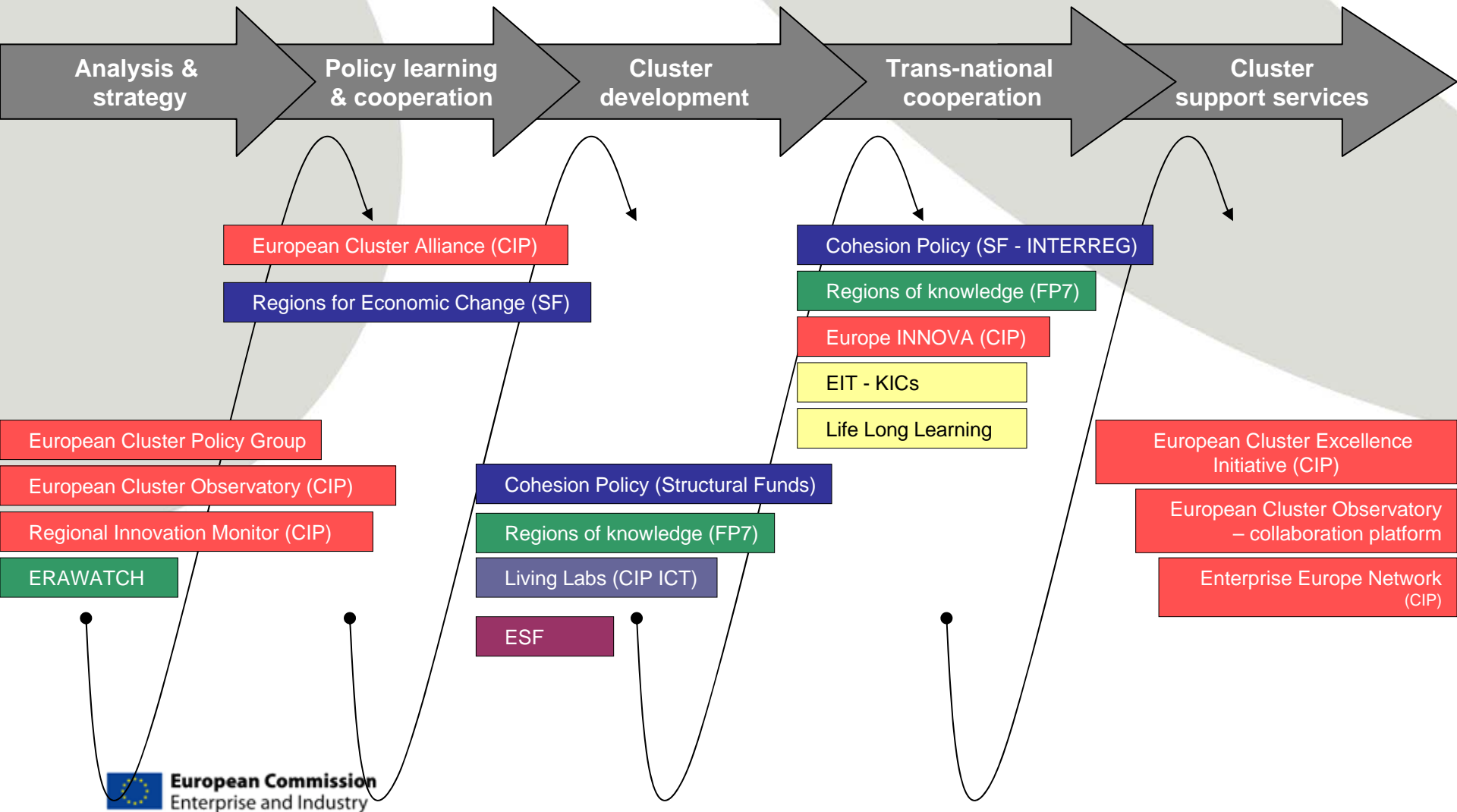
Figure 15: Enablers for regional network based bilateral German Polish co-operation (figures in %)



Towards more and better international cluster cooperation

- **International cluster cooperation can help to acquire complementary competences and best know-how available, to learn from each other and to access targeted markets**
- **But only 10 % of cluster initiatives have concrete internationalisation strategy plans (2007 Kompetenznetze survey)**
- **Cluster partnerships of the Cluster-IP are invited to test new forms of international cluster cooperation (e.g. “ambassador schemes”)**
- **The European Cluster Alliance (e.g. through a reflection group on the internationalisation on clusters) and the European Cluster Policy Group will address this issue in the future**

Overview of EU initiatives in support of clusters



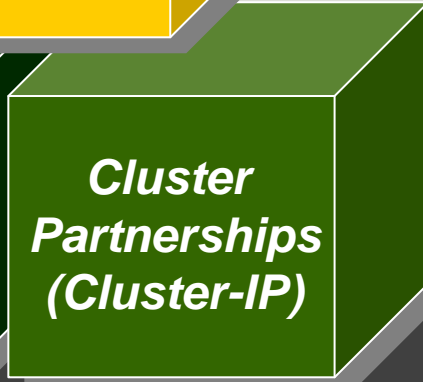
Current EU-Initiatives in support of clusters

Expertise



Policy Cooperation

New and better tools



FP7



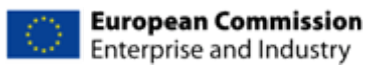
Quality support



INTERREG

Structural Funds

Analysis



www.europe-innova.eu/web/guest/cluster-cooperation/overview

European Cluster Alliance (www.proinno-europe.eu/eca)



The European Cluster Alliance is an open platform fostering trans-national cooperation between cluster policy makers.

It aims to become **the laboratory for the development and testing of new cluster concepts** in the EU.

The ECA is animated within the TACTICS project coordinated by OSEO France.

TOPICS

- Fostering international cluster cooperation
- Evaluating cluster excellence
- Supporting cluster marketing and branding
- Clusters addressing new innovative industries
- Channeling R&D funding and innovation through excellent clusters
- New approaches for the development of macro regions through cluster cooperation
- User driven excellent cluster policies

Cluster mapping of the European Cluster Observatory

European Cluster Observatory

Cluster Mapping Database

Region: **Europe, all** | Cluster category: **Automotive** | Filter: **1-3 stars**

table | map | graph

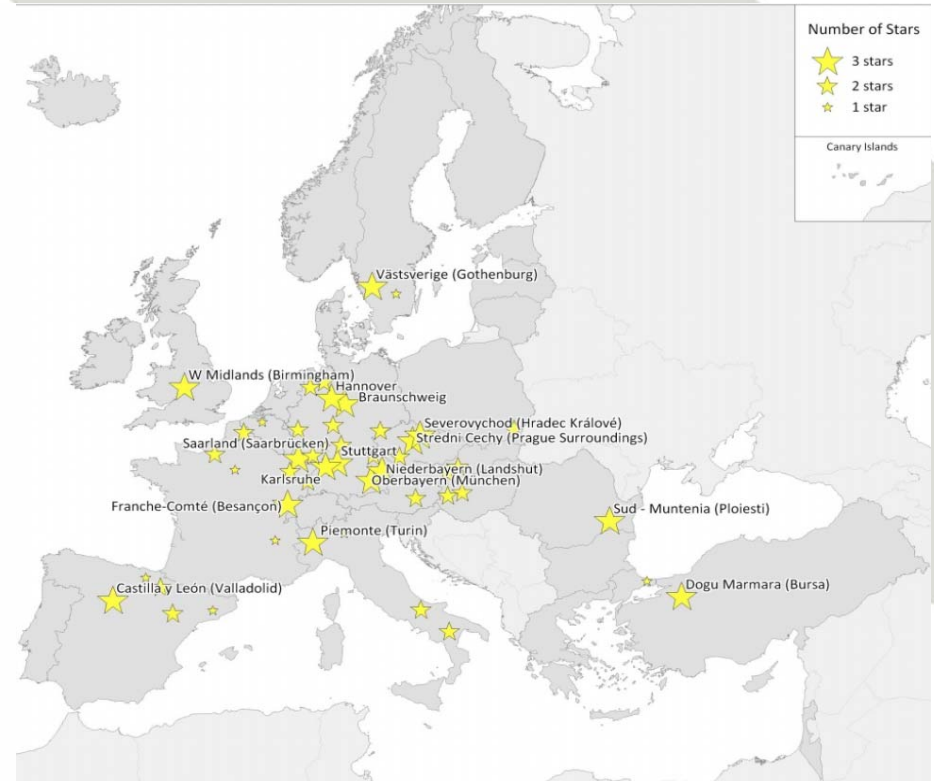
Automotive regional clusters in Europe
1, 2 and 3 star regional clusters

Cluster	Employees	Size	Spec.	Focus	Stars	Innovation	Exports	Notes
Stuttgart, DE	136 353	5.25%	6.62	9.35%	***	High		
Piemonte (Turin), IT	85 915	3.31%	3.49	4.92%	***	Medium	Weak	
Oberbayern (München), DE	82 339	3.17%	3.69	5.22%	***	High		
Braunschweig, DE	79 997	3.08%	10.73	15.16%	***	High		
Dogu Marmara (Bursa), TR	44 901	1.73%	4.64	6.55%	***	N/A	Strong	b
Västsvrige (Gothenburg), SE	42 832	1.65%	3.66	5.17%	***	High	Strong	
Karlsruhe, DE	40 694	1.57%	3.03	4.28%	***	High		
Niederbayern (Landshut), DE	37 960	1.46%	7.44	10.51%	***	Medium		
W Midlands (Birmingham), UK	37 913	1.46%	2.26	3.20%	***	High	Weak	
Sud - Muntenia (Ploiesti), RO	32 935	1.27%	2.71	3.82%	***	N/A	Weak	
Severovychod (Hradec Králové), CZ	31 578	1.22%	3.40	4.80%	***	Low	Strong	
Stredni Cechy (Prague Surroundings), CZ	29 511	1.14%	4.02	5.68%	***	Medium	Strong	
Castilla y León (Valladolid), ES	27 136	1.04%	2.07	2.93%	***	Low	Strong	
Hannover, DE	25 980	1.00%	2.72	3.84%	***	High		
Saarland (Saarbrücken), DE	25 123	0.97%	5.35	7.55%	***	Medium		
Franche-Comté (Besançon), FR	24 767	0.95%	5.38	7.60%	***	Medium	Strong	
Köln, DE	36 986	1.42%	1.96	2.77%	**	High		
Nord - Pas-de-Calais (Lille), FR	30 989	1.19%	1.96	2.77%	**	Low	Strong	

Innovation: Data is for region, regardless of cluster category. Based on 2006 European Regional Innovation Scoreboard, MERIT
Exports: Data is national export data for the cluster category, regardless of region. Based on International Cluster Competitiveness Project, ISC at HBS
Note
a) Cluster Stars uncertain: detailed data unavailable
b) Year of data is more than three years older than the reference year (2006)
Source: European Cluster Observatory, ISC/CSC cluster codes 1.0, dataset 20070613

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Example: Automotive clusters

But the economic crisis will change the map of automotive clusters

From cluster networking to cluster partnering

- Experience from Europe INNOVA cluster networks:

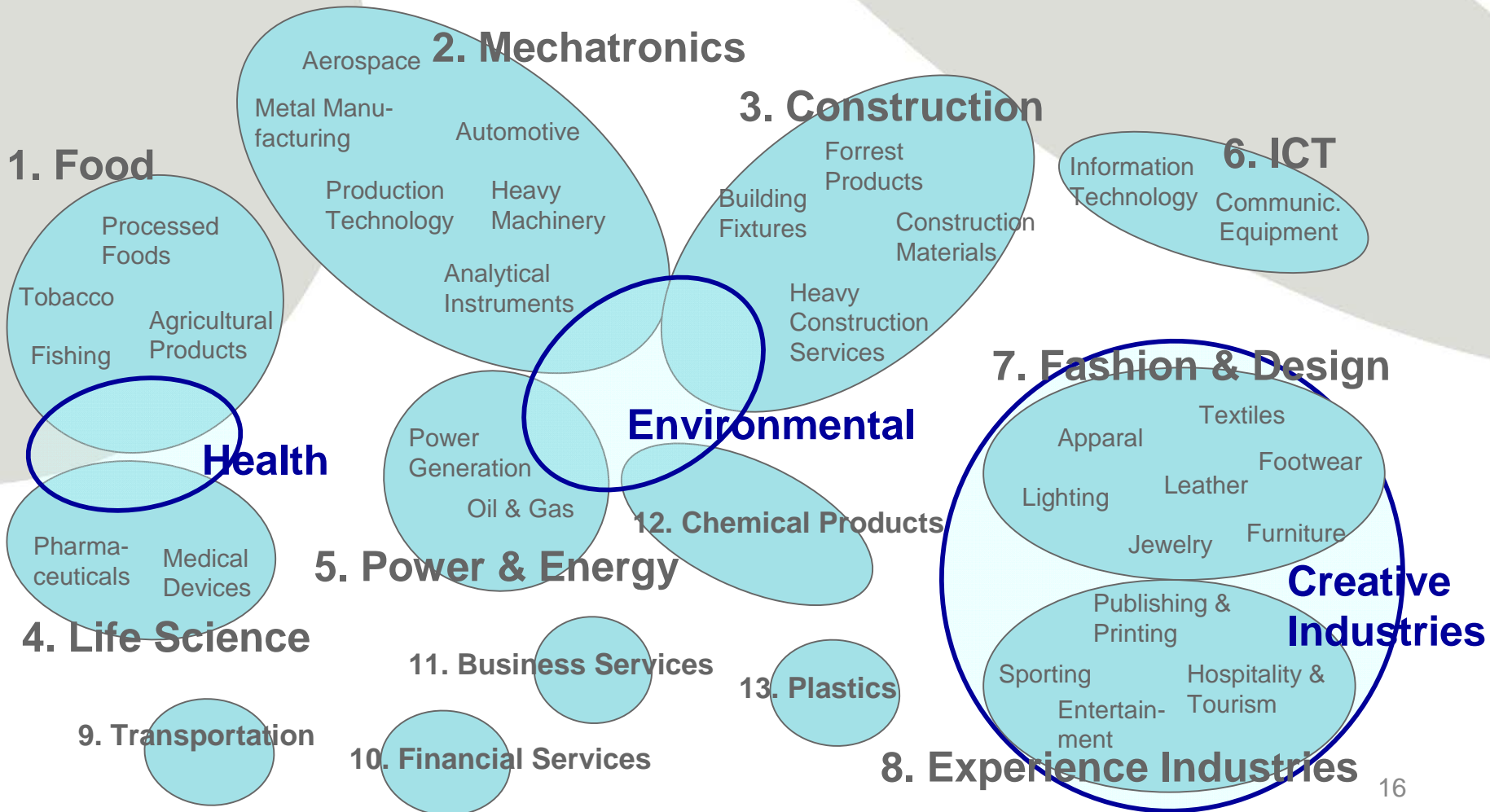
- **Building trust takes time**
- **Engage businesses through matchmaking events and cluster visits**
- **Exchange and mutual learning on better cluster management**
- **Analysis of clusters and cluster support structure for more evidence-based policy-making**

Cluster partnerships of cluster organisations as test fields for new customised innovation support services

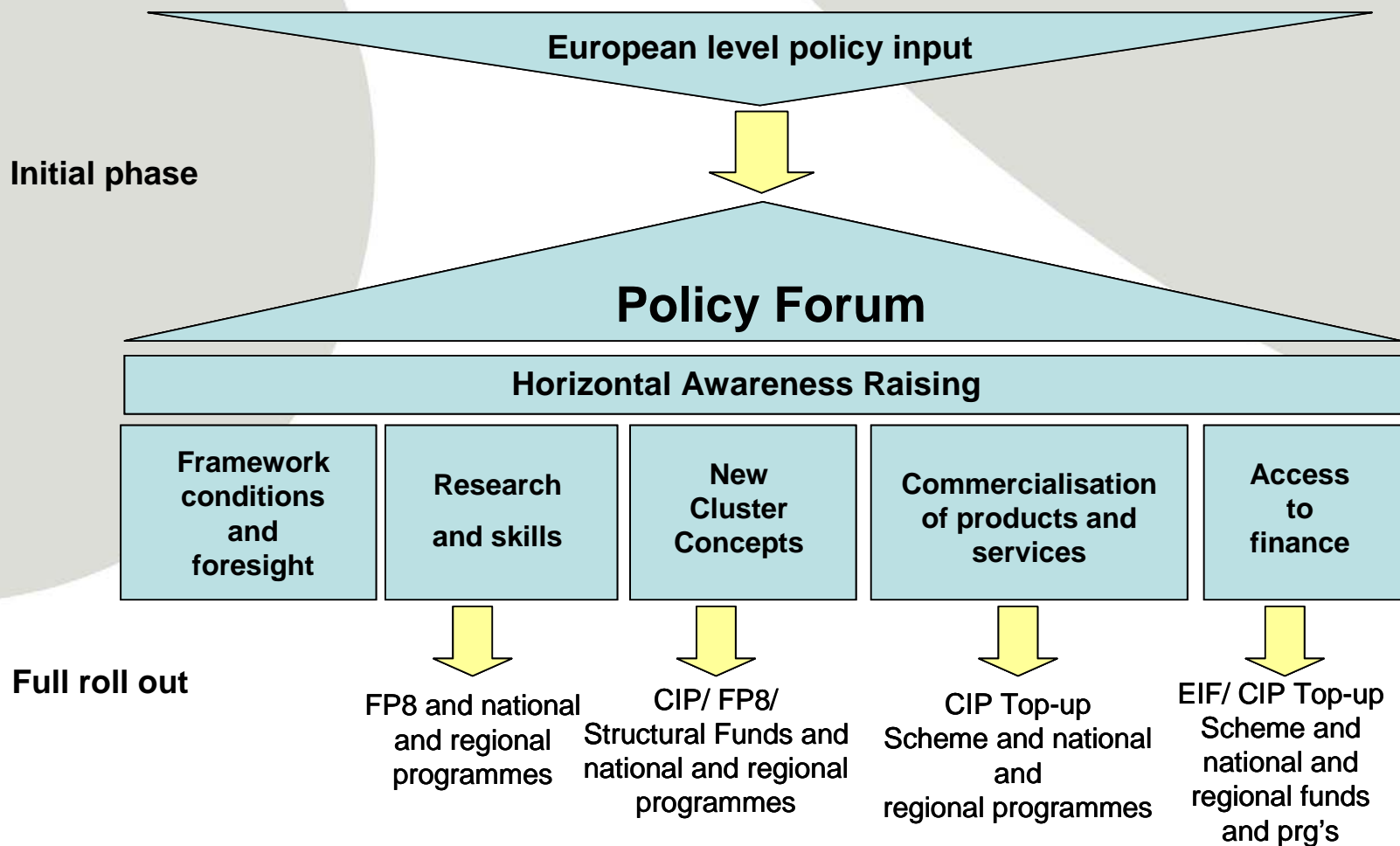
- **The Cluster-IP (Innovation Platform) under Europe INNOVA™ fosters cooperation between sectoral cluster initiatives**
- **Aim is to develop and test new practical tools to support SMEs and their internationalisation through clusters**
- **Transnational partnering between cluster organisations and their businesses**
- **Exploitation of joint research capacity**
- **Intellectual Property Rights (IPR) support for the internationalisation of innovative SMEs**
- **ABCEurope develops further new forms of international cluster cooperation (“cluster ambassador scheme”)**

New areas of specialisation emerge from existing expertise

Mapping of Mega-Clusters in Denmark (by FORA)



Towards a European Creative Industry Alliance



New challenges and cluster policy responses

- ❖ To strive for cluster excellence at all levels
- ❖ To provide more and better information on what cluster and cluster organisations offer
- ❖ To better understand drivers of emerging industries
- ❖ To develop new cluster support methods and tools, especially for SMEs
- ❖ To professionalise cluster management
- ❖ To strengthen international cluster cooperation and partnering
- ❖ To develop better cluster policies, e.g. for emerging industries
- ❖ To promote user-driven innovation through clusters
- ❖ To address societal challenges and make more efficient use of research and innovation support through clusters



29. Sept. - 1. Oct. 2010
Brussels, Belgium

www.proinno-europe.eu/clusterconference2010

Looking forward to meeting you at the “*European Cluster Conference 2010*”

organised by the European Commission under the
Belgian EU Presidency

“World-Class Clusters Renewing European Industry”

29 September – 1 October 2010, Brussels

Thank you for your attention!

**Support for Innovation Unit, Innovation Policy Directorate
European Commission, DG Enterprise and Industry**

<http://ec.europa.eu/enterprise/policies/innovation/support>
<http://ec.europa.eu/enterprise/policies/innovation/policy/clusters>

Cluster links:

Commission Communication “Towards world-class clusters in the European Union” and explanatory Staff Working Document from 17.10.2008, at <http://ec.europa.eu/enterprise/policies/innovation/policy/clusters>

EU cluster cooperation overview <http://www.europe-innova.eu/web/guest/cluster-cooperation/overview>

European Cluster Policy Group <http://www.proinno-europe.eu/ECPG>

European Cluster Alliance <http://www.proinno-europe.eu/ECA>

European Cluster Observatory <http://www.clusterobservatory.eu>

European Cluster Excellence Initiative <http://www.cluster-excellence.eu>

Cluster partnerships of the European Innovation Platform for Cluster <http://www.europe-innova.eu/cluster-ip>

European Territorial Cooperation (INTERREG) http://ec.europa.eu/regional_policy/cooperation/index_en.htm

Regions of Knowledge (FP7 research-driven cluster) http://cordis.europa.eu/fp7/capacities/regions-knowledge_en.html

Other innovation links

Commission Communication “Reviewing Community innovation policy in a changing world” of 02.09.2009 and related Staff Working Documents at <http://ec.europa.eu/enterprise/policies/innovation/documents>

Commission Communication “Europe 2020 – A European strategy for smart, sustainable and inclusive growth” at <http://ec.europa.eu/eu2020>

Event: European Cluster Conference 2010 under Belgian Presidency in Brussels 29.09 - 01.10.2010