The European Cluster Policy Group (ECPG)

NCP, AG 3: Informationsmeeting zur ECPG, 15. September 09
DI Bruno Lindorfer, TMG OÖ.
Objectives of the ECPG

• to assess international trends in cluster development and identify future challenges for cluster policies in response to globalization;

• to develop an improved understanding of modern policy responses in support of cluster excellence;

• to explore tools for removing existing barriers to transnational cluster cooperation;

• and more…in order to advise the Commission and member states on how to support the emergence of more excellent, world-class clusters in Europe
Work Programme

Meetings

April 20-21 2009
- better support to international cluster collaboration

Sept 17-18 2009
- role of clusters in creating new industries (particularly in services)

Jan. 28-29 2010
- excellence in cluster initiatives and cluster organisations

June 21-22 2010
- synergies between community instruments

Field Studies

October 5-9 2009
- Japan

April 26-30 2010
- Canada

Final Event

September 2010

Mid-Term Report (Nov 2009)

Final Report (Sept 2010)
Expected Output

• For each key theme, the group is expected to formulate 3-5 concrete policy recommendations
• The Group will liaise with the European Cluster Alliance and the European Cluster Observatory
• The final report – September 2010
  – a concise assessment of existing knowledge and examples of policy solutions
  – a presentation and discussion of new possibilities
  – a presentation of concrete, operationally useful solutions
  – a set of specific policy recommendations
• The final report will be based on feedback from stakeholders, international study visits and foresight analysis
Expected Impact

- Facilitate the policy discussion on how to support the emergence of more world-class clusters in the EU

- Contribute to a better understanding of the success factors and difficulties in the emergence of world-class clusters in the EU

- Increase the awareness about the benefits of excellence in innovation and of upstream cooperation at policy level between Member States leading to joint design of new cluster initiatives whenever opportune

- Avoid costly duplication and reduce the fragmentation of cluster initiatives in the EU
Draft policy recommendations no. 1 -2 on better support to international cluster collaboration

1. Provide Data on the Real Cluster Landscape
   - EC should provide an open and interactive platform on which more detailed information on clusters could be registered and used by the clusters themselves.
   - Statistical data needs to be expanded to include data on performance and framework conditions, and should be provided at greater levels of disaggregation.
   - Case studies of excellent-performing clusters – presenting data and a description of the dynamics leading to success – should be written and disseminated.

2. Promote International Mobility of Cluster Actors
   - Policymakers continue efforts to reduce the barriers and change the fundamental working practices that impact the functioning and competitiveness of the European market.
   - EC should promote the international mobility of cluster actors by tailoring existing mobility programmes to the context of clusters. Selection criteria and financing should provide incentives for cluster actors to participate in mobility schemes.
   - New mobility activities tailored to cluster needs should be undertaken:
     A European Cluster Mentoring Programme – targeted at developing specific competencies needed in cluster management between senior experts (mentors) and young trainees – should be piloted.
3. **Promote Strategic and Commercial Networking of Clusters**
   - To increase international cooperation between clusters and facilitate dynamism in European innovation ecosystems, the EC should support the development of strategic networking among clusters within and outside of Europe. Strategic networking activities should aim at creating new business opportunities, enhancing exchange of best practice and linking companies, centres for research and universities across borders in order to avoid inefficient duplication of infrastructures and permit taking advantage of economies of scale.

4. **Align EU-level Policies around Clusters**
   - The Commission should ensure better coordination and interaction among the different EU instruments which affect clusters’ development.
   - The Commission should make better use of and adapt existing European instruments to meet cluster needs in a better way (e.g. the Enterprise Europe network should include clusters; the Regions of knowledge should be extended to clusters and an international context; and the European Cluster Observatory should be upgraded). Clusters’ enterprises – and their needs – should be at the heart of all EU cluster policies and instruments.
Draft policy recommendations no. 5 on better support to international cluster collaboration

5. Encourage Clusters to Attract International Talent
   – European clusters should work towards attracting top professors, researchers, and commercial professionals worldwide, in order to develop the clusters’ talent base and specialization, and to promote new opportunities for collaboration between academia and business.
ECPG-member propositions on WCC concept

1. Attributes of WCC
   - Competing on the world level, with international visibility and influence;
   - Engaged in partnership with relevant international actors;
   - Critical mass of entrepreneurial enterprises with rapid growth and global market success, which have links to top international knowledge institutions;
   - Existence of dynamic agglomeration effects including long-term development of trust, information and knowledge spillovers between cluster companies and their competitors;
   - Dynamic (innovative) ecosystem that attracts talent and investment globally.

2. Potential negative effects
   - Focus on WCC may lead to picking the winners and supporting only clusters corresponding to a WCC definition (especially on the EC level), and to the emergence of a “two class” cluster landscape in Europe, that would be a significant departure from the current approach.

3. Objective assessment criteria
   - The need to develop objective assessment criteria the “attributes of WCC” was expressed by some members as a pre-condition in order to arrive at an objective WCC definition.
The role of clusters in support of emerging industries

4 key questions to be discussed in Ljubljana, 17/18 Sept. 2009

1. Given a ‘new cluster paradigm’ (including internationalization, open innovation, and clustering between different ‘Porterian cluster categories’), is there a need to adjust the cluster concept currently used by the Commission?

2. How would it be possible to measure creative industries in order to anchor new industries and harness their economic potential?

3. How can interactions among different sectors and fields of expertise be boosted in order to support clusters in emerging industries? Which specific policy instruments are needed in addition to existing ones to support cluster development in emerging industries, notably in services and creative industries?

4. How can connections to global knowledge networks be promoted, while still sustaining the dynamism of the triple-helix cooperation within the regional cluster?