

# e-newsletter

**JULY 2013**

## **INTRODUCTION**

In 2<sup>nd</sup> ClusterPolisee eNewsletter we will present you the study visits held in our project. More information about the ClusterPolisee study visits is available on the website: [www.clusterpolisee.eu](http://www.clusterpolisee.eu).

## **ClusterPolisee STUDY VISITS**

### **Study visit Sopron, 22nd -23rd of January 2013**

The ClusterPolisee first study visit and partners benchmarking activities has been held in Sopron, Hungary hosted by the Partner PBN - Pannonian Business Network aimed to obtain feedback and cross fertilization among partnership, capitalizing on a significant exchange of knowledge among partners on cluster development and on policy supporting cluster development.

The work has been organized with tailored parallel session for discussion, enabling partners to improve their understanding on transferable and good practice dedicated to the growth of clusters in SEE regions. [More...](#)

### **Study visit Vienna, 28th of February - 1st of March 2013**

From 28th to the 1st of March, ClusterPolisee Partners meet in Wien hosted by the partner AWS Austria Wirtschaftsservice GmbH (aws) and ecoplus, The Business Agency of Lower Austria which organized the 2nd study visit of the project presenting good practices and sharing experience on cluster policies in Austria.

The work has been structured, after presentations, in parallel workshops to better deepen themes, analyze weaknesses and strengths of the presented measures, and discuss about transferability in other SEE Regions. [More...](#)

### **Study visit Athens, 23rd and 24th of April 2013**

On the 23rd and 24th of April, hosted by the partner *from Athens, UHCC - Union of Hellenic Chambers of Commerce and Industry*, ClusterPolisee team has the opportunities to learn about Greek relevant experience on cluster management and which policies have been implemented and promoted to support cluster development.

[More...](#)

### **Study visit Sofia, 6th and 7th of June 2013**

On the 6th and 7th of June, hosted by the partner *BSMEPA - Bulgarian Small and Medium Enterprises Promotion Agency* the project partners learned about Bulgarian experience on cluster management and cluster policies starting from hosting partner self assessment. [More...](#)

### **Study visit Nitra, 24th and 25th of June 2013**

On the 24th and 25th of June, hosted by *UKS - the Union of Slovak Cluster* the project partners has the opportunity to exchange experiences and listen about implemented good practices on cluster management and innovation policies starting from hosting partner self assessment. [More...](#)

## Status quo WP 4 - "Learning Process for Reflective Policy Making"

Since the kick-off of ClusterPoliSEE in Ancona last September, WP4-activities have been running high. The aim of WP4 is to create a common framework of understanding among project partners, leading to an in-depth understanding of current cluster policies.



The learning process consists of 4 actions.

The first action is an analysis of past actions: a cluster factsheet and survey questionnaire, and a regional policy assessment were sent to cluster managers and policy makers respectively, to be filled in. Data was collected by partners and summarised; a draft version of an overall report analysing existing clusters and policies in SEE has been produced and is expected to be finalised in June.

The second action entails information gathering from foresight workshops. Background information regarding the workshops to be carried out with stakeholders was sent to partners, who will carry out the foresight exercise until summer and then provide feedback for an overall SEE report on foresight.

In the third action - the creation of a framework of existing cluster policies for policy learning - (cluster) policy makers were asked to analyse existing policies in terms of strengths, weaknesses, opportunities and threats ("SWOT analysis"). The feedback was collected by partners, and an overall analysis report defining existing cluster policies in SEE is in the make, to be finalised in summer.

Learning from study visits and benchmarking, the final action, is still in progress: to date, 5 study visits have been carried out (in Sopron, Vienna, Athens and Sofia), with 1 to follow, and information from benchmarking of regional cluster policies detected during all 4 actions is expected by end of 2013.



## **Training session focused on Smart Specialization Strategy held in Ancona on the 8th and 9th of April 2013**



Marche Region hosted on the 8th and 9th of April the training seminar to deepen and analyze the concept of **Smart Specialization Strategy and Cluster Policy**, organized in cooperation with the partner ADRNORDEST.

Thus, smart specialisation involves a process of developing a vision, identifying competitive advantage, setting strategic priorities and making use of smart policies to maximise the knowledge-based development potential of any region, strong or weak, high-tech or low-tech.

The participants, policy makers at regional and national level further to University, Research Centres and Development Agency representatives, from all the countries represented from South East Europe (Austria, Italy, Greece, Slovak Republic, Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia) acquired competences and knowledge for the definition of their own development strategies and the identification of priority areas and themes where focusing, through a systemic approach local, regional, national and European interventions.

The two training days deepened the concept of “smart specialization” which imply the generation of a complex vision of regional development through the identification of competitive advantages, of strategic priorities and of the best public policies supporting territories.

Further have been discussed evaluation and validation methods and tools of the strategies, a central process of this approach, which should be put in place before getting the funds.

## **Working Group Meeting organised by Corallia Clusters Initiative in Athens (22nd of April 2013) launching the development of “New Policy Learning Mechanisms” for smarter cluster policies in SEE area**

Sharing a common vision for the future of SEE area, ClusterPoliSEE partners met in Athens, on the 22<sup>nd</sup> of April, to discuss and exchange opinions aiming to identify the existing gaps and the potential for further development and/or improvement of cluster policies on regional and national level. The meeting was organised and hosted by [Corallia Clusters Initiative](#) at [Athens InnoCenter](#) premises.

After having conducted the assessment of past and current policies and having identified the existing needs and main challenges concerning the development of cluster policies in all participating regions, ClusterPoliSEE partners had the opportunity to meet and exchange ideas and knowledge for the development of new policy learning mechanisms and the definition of respective policy measures for SEE area. The **new policy learning mechanisms** (WP5 - Activity 5.1) are aimed at facilitating transnational knowledge exchange and regional capacity building in support of cluster development in the SEE area, promoting the development of evidence based regional cluster policies and initiatives, tested by pilot initiatives

and implementing appropriate learning mechanisms to support regional administrations in specific areas of cluster policy.



During the meeting [Corallia Clusters Initiative](#), being the lead partner of the activity (WP5), initially presented a suggested working methodology for the deployment of six (6) new policy learning mechanisms in respect to the project's six thematic areas under study (*Innovation; Sustainability; Cooperation; Cluster Financing; Cluster and regional specialisation; New skills*). Following a creative process, partners discussed about the suggested methodology in order to give their

insights and co-design the new policy mechanisms.



The discussion mainly focused on the identification of **best practices of existing cluster policy instruments, practical tools and incentives** for each thematic area, as it will constitute the main tool of the policy learning mechanisms. Based on the analysis of the selected cases, partners will try to unfold the success factors and investigate the transferability of the lessons learnt to their regional context. External experts that

participated in the meeting supported the brainstorming activity with their strong expertise and experience.

The aforementioned activity, coordinated by Corallia, is planned to result into a set of suggested **policy measures that will be piloted** in selected regions participating ClusterPolisee project.

## Editorial Information

### Lead Partner

Marche Region – European Policies  
Department –  
Managing Authority for ERDF and ESF  
Head of Department  
Mauro Terzoni  
[mauro.terzoniregione@marche.it](mailto:mauro.terzoniregione@marche.it)  
[clusterpolisee@svimpsa.it](mailto:clusterpolisee@svimpsa.it)  
Tel. 0039 071 806 3981  
Tel. 0039 071 806 4509

### WP2 leader

Maribor Development Agency  
Pobreška cesta 20  
SI-2000 Maribor  
Slovenia  
T: 00386 2 333 13 02  
F: 00386 2 333 13 09  
E: [jasna.mak@mra.si](mailto:jasna.mak@mra.si)  
W: [www.mra.si](http://www.mra.si)