

INTRODUCTION

We wish you pleasant reading of the 3rd e-newsletter ClusterPolisee. More information about the ClusterPolisee project is available on the website: www.clusterpolisee.eu.

ClusterPolisee Intermediate Workshop in Novi Sad



"The Project that refers to the smart cluster policies is considered one of the most significant projects, financed by the EU funds. The Government of the Autonomous Province of Vojvodina and the Provincial Secretariat for Economy, Employment and Gender Equality are the important institutional participants of the Project. The guests and the participants of the conference and workshops have the intention to transfer their experiences and the instances of their working environment in their cluster organisations, within specific regions and countries. The activities which lead to cluster formations represent unique combination of knowledge, experience and science. In the AP of Vojvodina there are 24 active cluster organisations – the greatest success on the path to the final goal – clusters for every economic activity by the end of 2014. Such setting is important for the purpose of achieving competitiveness on domestic and foreign market." These were the words uttered by **Miroslav Vasin**, the **Provincial Secretary for Economy, Employment and Gender Equality**, at the press conference which preceded the Opening Conference dedicated to the cluster policies in South-East Europe.

The **Councilor for European Policies, Marche Region (Italy), Mrs. Paola Giorgi**, remarked the importance of an integrated approach in terms of programmes, projects and resources between Macroregional strategies, especially concerning the Baltic e Adriatic Ionian (EUSAIR), in which are involved several Clusterpolisee Partners. For the first time and at the same time the Macro-regional strategies and the national programming documents of the structural funds will have the chance to be defined in a coordinated way taking into account possibilities foreseen in the Common Strategic Framework for 2014–2020.



By involving Partners from the Danubian and Adriatic Ionian Areas, the Clusterpolisee SEE Strategic project, is capable of strengthening the coherence and the coordination of policies and actions to facilitate an integrated and coordinated approach by a different institutions, committed to solve shared problems, involving various stakeholders, different policies and programmes.

The project outputs join links of people and institutions, e.g. the Policy learning Platform (www.clusterpolisees3.eu) has been designed to be an ideal instrument to foster an exchange of ideas, people, good practices and tools to facilitate an integrated and coordinated approach by different institutions, committed to solve shared problems, involving various stakeholders, different policies and Macroregional programmes.

The Great Hall of the Assembly of the Autonomous Province of Vojvodina hosted the international Conference and Workshops titled **“Cluster Policies in the Programming Period 2014-2020”**, organised by the Provincial Secretariat for Economy, Employment and Gender Equality in cooperation with the Faculty for Economics from Subotica and with the support of the Marche Region – Lead Partner of the ClusterPolisee project.

The forming of cluster associations represents one of the strategic priorities of the Government of the Autonomous Province of Vojvodina and the Provincial Secretariat for Economy, established in the Programme for the improvement of the scope of economy, employment and trade.

Vojvodina, as a region, operates within its vast jurisdictions; hence the data and the economic statistics prove it to be the most developed region in the Republic of Serbia, as well as the most important participant in cross-border projects in over 90 percent. When the activities considering the process of clustering took place, the initial ideas and starting point had been taken from the Italian regions that had already introduced those occurrences in their system of economy.



This Conference gathers **25 partners from 12 regions from the South-Eastern Europe**. Moreover, the project officer and communication officer of South East Europe Programme took part in the event, stressing the importance of the cluster policies for the SEE area and the strategic role of the capitalization of projects with other European, National and regional initiatives to guarantee the successful sustainability of project's achievements. The Conference was attended by the representatives of the Assembly of the Autonomous Province of Vojvodina and the Provincial Government, as well as many other educational, governmental and non-governmental organizations, development organizations and institutions, and cluster associations. It included all those interested in the innovations, business networking, clusters and other segments engaged in the advancement of competitiveness and economy development.

The Conference has one significant purpose and aim – to promote sustainable economic and social prosperity of the regions of South-East Europe conducting smart cluster policies, improving competitiveness and business efficiency.

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

Activities regarding WP4

- the aim is to create a common framework of understanding among project partners, allowing for in-depth understanding of current cluster policies - have been continuously running high.



With regard to the analysis of past actions (WP4.1), an overall report analysing existing clusters and policies in SEE based on regionally collected data was produced, the final version of which will be presented at the upcoming intermediate workshop in Novi Sad the end of November.

Regarding the foresight exercise (WP4.2), workshops with stakeholders at regional level were held by partners, with scenarios (of the future evolution of clusters) being built and possible strategies to support these discussed. An overall report entailing the main results as well as highlighting possible links and synergies to be explored to strengthen the transnational cooperation of clusters in the SEE-area, is currently being produced.

Concerning the creation of a framework of existing cluster policies for policy learning, a draft version of an overall analysis report based on the strengths, weaknesses, opportunities and threats ("SWOTs") of existing policies, is about to be released; it is expected that the final results will be presented at the intermediate workshop in Novi Sad in November.

The learning from study visits has been on-going: a 5th study visit was carried out in June in Nitra and the 6th study visit in Novi Sad on 21st of November 2013. It is planned 1 further study visit hosted by the new ENPI partner – Ministry of Economy of the Republic of Moldova (February 2014).

Towards testing new policy learning mechanisms through the implementation of pilot actions in six SEE regions

ClusterPolisee partners working in six thematic groups and under the coordination of the WP5 leader, [Corallia Clusters Initiative](#), have successfully developed the New Policy Learning Mechanisms in the respective thematic areas under study, namely *Innovation; Sustainability; International Cooperation; Cluster Financing; Clusters and Regional Specialisation and New skills and Jobs creation*. Having identified and addressed all partners' regional strengths, needs and challenges for smarter cluster policies, a **set of suggested policy measures** was developed that is planned to be piloted by six selected pilot regions participating the project.

Following a bottom-up approach, each pilot region selected a specific pilot measure to implement in a 6-month period targeting to support regional capacity building in specific areas of cluster policy. In detail, the **policy measures selected** to be tested (pilot actions) by the pilot regions follow:

- "Future Cluster Skills for Policy Makers" to be tested by Marche region, Italy;
- "Vinistra: Wine Cluster - waste management & potential energy production" to be tested by Istria region, Croatia;
- "Establishment of a Precision Farming Cluster" to be tested by Region of Central Macedonia, Greece;
- "Integration of Cluster Supply Chains to facilitate Smart Specialisation" - to be tested by North East region, Romania;
- "Networking, internationalization and know-how exchange of the TGSR clusters" - to be tested by Trnava region, Slovakia;
- "Future cluster skills in the sustainable construction sector" to be tested by Maribor region, Slovenia.



Pilot regions have already been provided with relevant guidelines in order to develop the required "pilot action plans" towards **feasible, useful and sustainable results**. The aforementioned pilot activity, coordinated by Corallia, will be launched at the beginning of December 2013 and is planned to be evaluated by an external experts' committee after completion, on June 2014.

You may access all WP5 outputs and results in the project platform area www.clusterpolisees3.eu.

Cluster Policy Learning Platform

Cluster PoliSEE S3 - Cluster Policy Learning Platform is now available online (<http://www.clusterpolisees3.eu>).

Cluster PoliSEE S3 - Cluster Policy Learning Platform is a collaborative **ICT policy learning system** supported by Entando, an open source web platform that combines in a single solution the functionality of enterprise portal, content management and application frameworks. It is a suitable tool for developers and IT companies who wish to have full control of a web platform with software modules, features and management tools that facilitate customizations, increase the speed of development and permit extensive customization.

The platform aims at improving EU/SEE cluster policies through cooperative learning; policy transfer and information interchange between EU/SEE policy makers and stakeholders by supporting learning mechanism systems.

Representatives of regional/national public institutions responsible for cluster policy development & implementation, R&D transfer and innovation bodies and cluster associations, Academic and research departments with cluster studies, Confederations of clusters and networks, stakeholder interested in Smart Specialization themes, cluster policy, development and networking in the EU or in the South East Europe area, can freely join Cluster PoliSEE S3 platform.

Cluster PoliSEE S3 platform is available at the address <http://www.clusterpolisees3.eu>.

To take advantage of the information and features internal to the platform, actively contribute to the next programming period activating cluster policy learning mechanisms and development, enrollment in the platform is needed. Registration is very simple. It is sufficient to select "join as a new user" in the menu and indicate your personal details, your type of organization for which you work, your contact email address and to consent to the privacy agreement. Then you will receive an email in which a registration confirmation is required and functional to the choice of your own password.

Enjoy the platform and contribute to the policy learning mechanisms towards a EU cluster policy!

Electric Vehicles Industrial Cluster in Bulgaria



On September 27, 2013 a National conference was organized with reference to the implementation of the project "Development of Electric Vehicles Industrial Cluster, under the Operational Program "Development of the Competitiveness of Bulgarian Economy 2007 - 2013 ", funded by the EU. The focus of the meeting was the introduction of electric mobility in Bulgaria, the challenges

and prospects for development and industrialization. The event was attended by: the Deputy Minister Anna Yaneva, experts from Bulgarian Small and Medium Enterprise Promotion Agency (BSMEPA) and various ministries, mayors, cluster partners and representatives from the business. Participants in the event had the opportunity to test drive the cars at Generous Auto - Opel Ampera and Globul - Peugeot iOn.



More information: <http://www.emic-bg.org/news/item/817>

Cluster matchmaking event - "SMEs in Clusters"



That is the name of the 1st conference of V4Clusters project which took place at Győr, Hungary on 7th November 2013 at INNONET Innovation and Technology Centre and host partner is Pannon Business Network Association.

"Clusters are powerful engines of economic development and drivers of innovation in the EU. It is a challenge for the V4 to address the cluster issue by this pilot project enabling its integration in a broader V4 agenda", said Pavla Břusková, President of the National Cluster Association in the Czech Republic and also representative of Lead partner of the V4Clusters project.

The aim of the project is to open the potential hidden in clusters and their cooperation across strong and emerging sectors of the V4 by their identification and informatisation in the digital depository and portal interfaced with the V4 integrated information platform. The important part of the V4Clusters project is also networking - except of the Győr conference, there will be another two one-day cluster matchmaking events in Nitra, Slovakia and Gliwice in Poland during 2014 and final two-day conference in Ostrava, Czech Republic.

After welcome word by the host partner, Mrs Pavla Břusková, President, National Cluster Association presented "Boosting V4 Cooperation through Strategic Cluster

Identification, Networking and Informatisation – Introduction to V4C project” as a short introduction to V4C project. Mr Balázs Barta, Managing Director, Pannon Business Network Association spoke about “The role of SMEs within the clusters a best practice example of West Pannon Region” and Mr Péter Keller, Head of cluster development group – Hungarian National Cluster spoke about “Financing Models for Hungarian Clusters –Development Office”.

During the afternoon Professio Cluster introduced “Professio Metal Industry and Vocational Training Cluster”, Mrs Kamila Sochová, Cluster Manager, KLACR – The Moravian-Silesian Tourism Cluster “The specifics of SMEs development in a regional tourism cluster”, Mr Roman Bíro, Managing Director, Automotive Cluster West Slovakia “Experience of Automotive Cluster - West Slovakia in cooperation with SMEs”, Mr Marcin Jabłoński, President, Connectionpoint “Metacluster as a chance for development of SME’s in Visegrad clusters”.

Late in the afternoon participants raised questions to speakers and had the chance for networking.

More information about the project:

Matyas Lazary, Pannon Business Network Association, lazary@pbn.hu, +36 96 506 935, Marek Konarik, National Cluster Association, konarik@nca.cz

Editorial Information

Lead Partner

Marche Region – European Policies
Department –
Managing Authority for ERDF and ESF
Head of Department
Mauro Terzoni
mauro.terzoniregione@marche.it
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
E: jasna.mak@mra.si
W: www.mra.si
T: 00386 2 333 13 02
F: 00386 2 333 13 09