

New Cluster Concepts for Central Europe

The CluStrat Approach

Nina Fritz M.A.

Steinbeis-Europa-Zentrum | Lead Partner of CluStrat

CluStrat: A strategic cluster project for the Central Europe area



CluStrat

Boosting Innovation through new Cluster Concepts in support of emerging Issues and cross-sectoral Themes

→ **Development of a joint strategy for the Central Europe Area**

- **Strategic Project** in the CENTRAL EUROPE Programme 2007-2013
- **Light House Project** within the EU Strategy for the Danube Region

Setting the scene

Challenges and Opportunities



Challenges economic & societal

- Ensure the EU's competitiveness on a global level
- Ageing Societies
- Climate Change
- Natural Resources
- ...

Opportunities in Emerging Industries

→ Activate the EU's assets and knowhow in R&D and industry to deliver the products, services and business models for the new demands

- Emerging Industries focused in CluStrat
1. Active Aging
 2. Sustainable Development/Green Economy
 3. Sustainable/Intelligent Mobility

Potentials

Key-enabling Technologies



According to EC communication
2009:

- Nanotechnology
- Micro-/Nanoelectronics
- Photonics
- Industrial Biotechnology
- Advanced Materials
- Advanced Manufacturing

Plus

- Services
- ICT
- Creative Industries
- ...

- potential to upgrade products
- cross-disciplinary nature
- systemic importance for industry

“Due to this transversal nature and systemic relevance to European industries, KETs will catalyse the strengthening and modernising of the industrial base as well as drive the development of entirely new industries in the coming years.”
KOM(2012) 341 fin

- ***But how does the knowledge about the potentials of KET come to the SMEs?***

Boosting Innovation through new Cluster Concepts

More traditional
Clusters like ...

Auto-
motive

Food

Manufac-
turing

Materials

Furniture

Tourism

...

Micro- & Nanotechnology

Design & Creative Industries

Green / Smart Technologies

...

Internationalisation

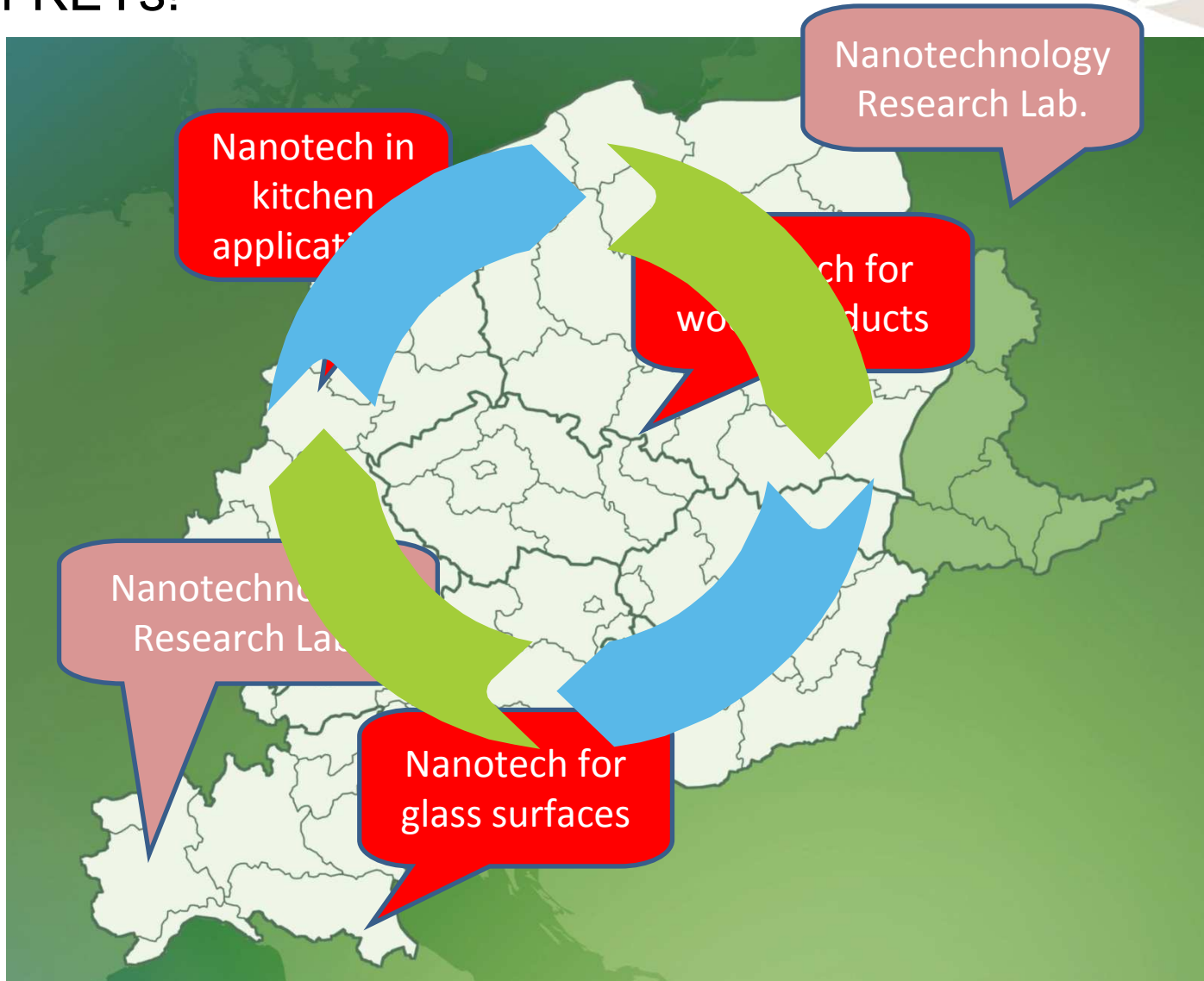
Knowledge & Technology Transfer

Gender and Innovation, including Diversity Aspects

Cross-cutting
Technologies like ...

Cross-cutting
Issues like ...

Smart Specialisation? Smart Deployment of KETs!



New Cluster Concepts



- bring KET knowledge to SME and promote cross-fertilization between industries, enabling technologies and services through clusters
 - for more innovative products and services
 - for new value chains

- foster goal-oriented cross-sector / -technology cooperation
 - within | between | beyond clusters
 - at regional, inter-regional and transnational level

- applying a systemic approach
 - involving potential contributors from any industry or technology field
 - involving the demand-side

- mobilizing cluster management organisations role in this context



How are new cluster concepts delivered?

- A Joint Strategy on new cluster concepts
 - Policy Recommendations

 - A Joint Action Plan supporting the introduction of recommendations into the regional and national systems
 - Practical schemes for cluster policy makers and practitioners
 - Proposals for future initiatives, projects at transnational and macro-regional level
- ... developed in a systematic process of policy dialogue at regional, national and transnational level
- ... tested in practice in 8 pilot actions across Central Europe

Results

→ Significant impact on regional cluster policy and practitioners!

E.g.

- new systemic and cross-sector approaches developed and applied
- new clusters prepared and established (e.g. smart home, social innovation)
- new platforms and cross-cluster collaborations for Emerging Industries and KETs tested and triggered (e.g. light weight, smart home & living)
- new approaches on KET technology transfer and training (e.g. in advanced materials, zero energy buildings, advanced manufacturing)
- and more!



Kontakt:

Steinbeis-Europa-Zentrum

Kienestraße 35, 70174 Stuttgart

+49 711 123-4010

Dr. Petra Püchner, Nina Fritz M.A., Verena Neubauer M.A.

clustrat@steinbeis-europa.de

www.clustrat.eu