

Joint Strategy developed in the Frame of the Project CluStrat

New Cluster Concepts for central Europe

Abstract

The validated joint strategy reports the CluStrat framework, based on the basic elements of the project: the clusters, the emerging industries (being active ageing, green economy and sustainable mobility) that are cross-cutting traditional industries and entail large market potentials, and the cross-cutting issues (knowledge and technology transfer, internationalization, gender and diversity). The document reports the CluStrat framework, developed based on the project experience, which identifies four elements useful to identify new cluster concepts toward the development of the above-mentioned emerging industries.

The first element is to acknowledge the importance of involving key enabling actors (KEA) specialized in Key enabling technologies) and other relevant actors such as Knowledge-Intensive Business Services (KIBS) entailing applied knowledge and competences. The second element suggests that cluster management organizations should be entrepreneurial, opening up opportunities of intra and inter-cluster collaboration for firms, involving also organizations specialized in different sectors. The third element supports that smart specialization strategies (S3) and regional cluster objects should converge, proposing different cross-cluster cooperation alternatives including the collaboration of clusters within the region and with extra-regional organizations. Finally, the fourth element suggests the importance to consider the demand side too, so to identify new market niches and researching and developing innovation in the emerging industries field.

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