OPEN DAYS

12th European Week of Regions and Cities
Brussels
6 - 9 October 2014

CluStrat

Regional competitiveness, smart specialization strategies, clusters and economic development

Prof. Dr. Norbert Höptner

Growing together
Smart investment for people

OPEN DAYS 12th European Week of Regions and Cities Brussels 6 - 9 October 2014

CluStrat = New Cluster Concepts for Central Europe

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

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

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT

12th European Week of Regions and Cities
Brussels
6 - 9 October 2014

CluStrat = New Cluster Concepts for Central Europe

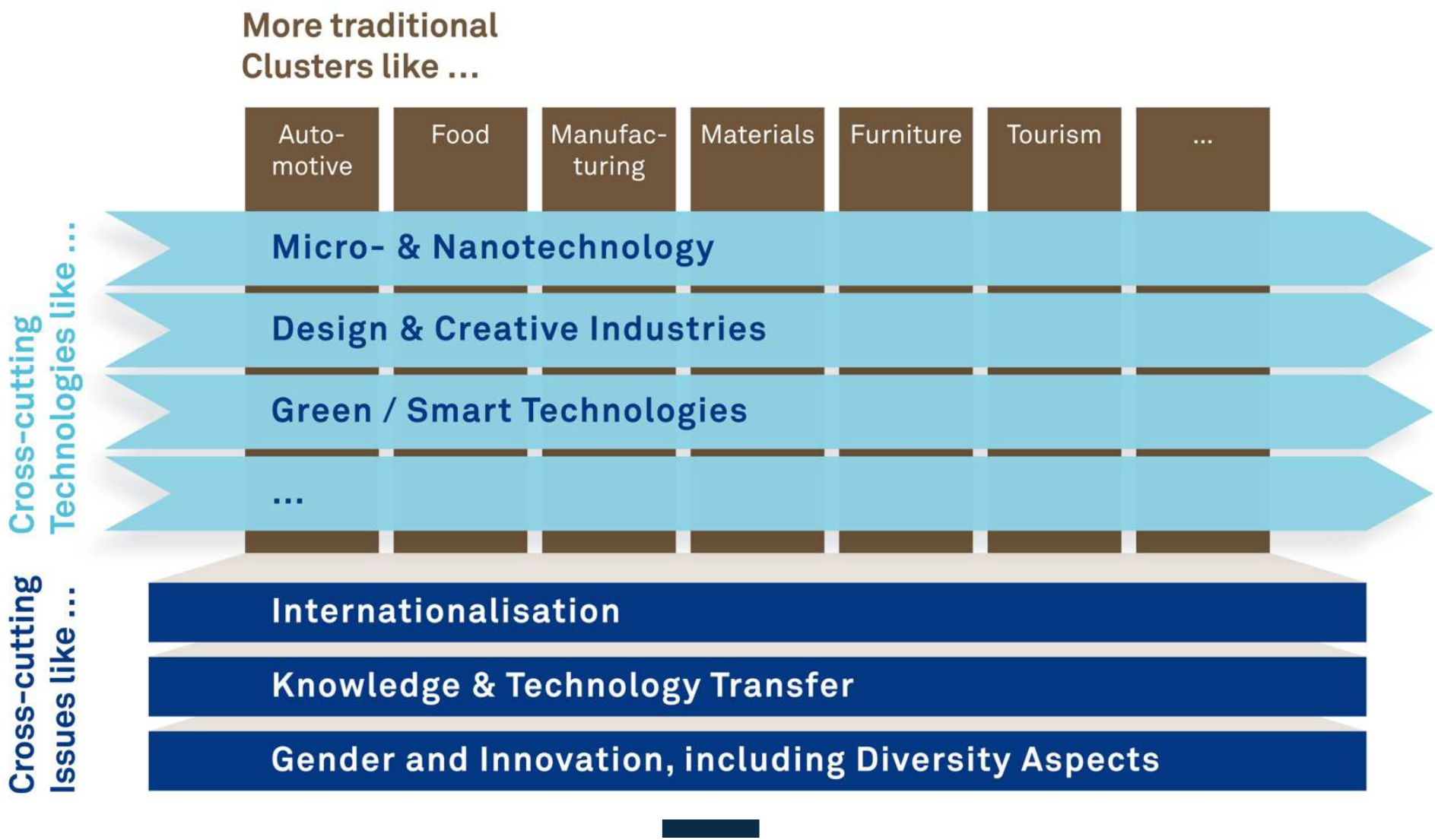
PARTNERSHIP

- Steinbeis-Europa-Zentrum / Germany
- Clusterland Upper Austria Ltd. / Austria
- National Cluster Association / Czech Republic
- Business Development Agency of Karlovy Vary Region / Czech Republic
- Saxony Economic Development Corporation / Germany
- Hungarian Economic Development Centre / Hungary
- Office for National Economic Planning / Hungary
- Central Transdanubian Regional Development Agency Nonprofit Company / Hungary
- Friuli Innovazione, Research and Technology Transfer Centre Italy
- Piedmont Region, Directorate for Innovation, Research and University / Italy
- Veneto Region, Industry and Craft Department / Italy
- Polish Chamber of Commerce / Poland
- Lower Silesian Voivodeship (Marshal's Office of Lower Silesia) / Poland
- Upper Silesian Agency for Entrepreneurship Promotion Co. / Poland
- Public Agency for Technology of the Republic of Slovenia / Slovenia
- National Agency for Development of Small and Medium Enterprises / Slovakia
- The Union of Slovak Clusters / Slovakia
- Cluster AT+R / Slovakia

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

CLUSTRAT

Boosting Innovation through new Cluster Concepts



CluStrat = New Cluster Concepts for Central Europe

Focus on these three emerging industries:

- Active and healthy ageing

- Green economy / sustainable development

- Sustainable / intelligent mobility.

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

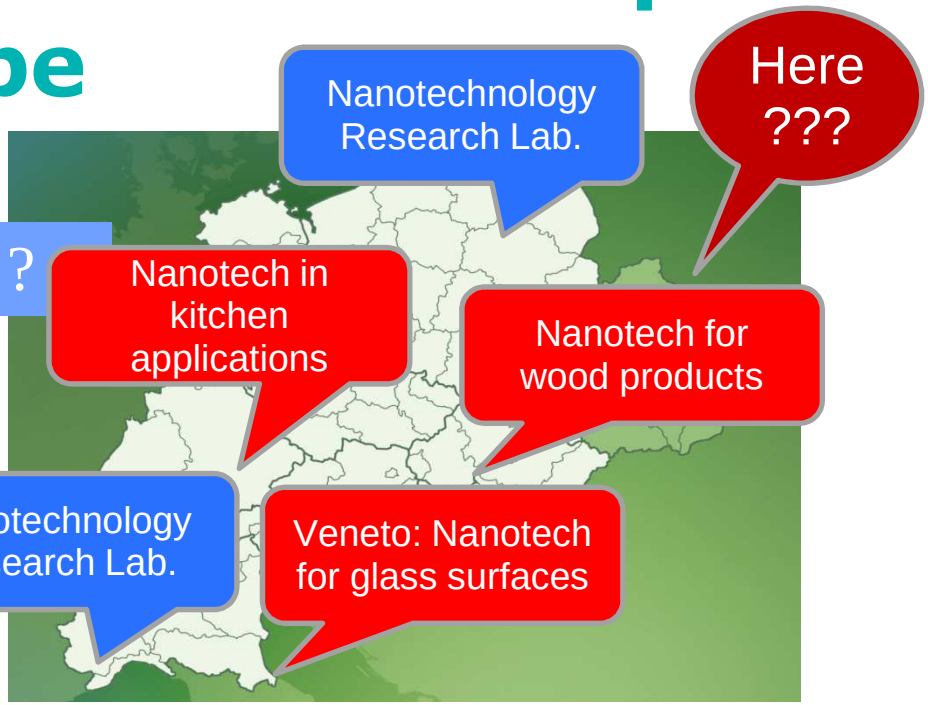
EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT

OPEN DAYS 12th European Week of Regions and Cities Brussels 6 - 9 October 2014

CluStrat = New Cluster Concepts for Central Europe

Who wants to do Nanotechnology ?



CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT

CluStrat = New Cluster Concepts for Central Europe

CluStrat has helped to raise awareness

- of the new opportunities implied by emerging industries for the regions,
- and the promising role clusters can play in exploiting these opportunities.

New approaches

- on how to activate the potentials of clusters with a view to emerging industries have been designed by cluster policy makers and practitioners,
- and translated into new actions and measures that were tested in several pilot actions.

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT

CluStrat = New Cluster Concepts for Central Europe

Results (among them 8 Pilot Actions, i.e.):

- new systemic and cross-sector approaches developed and applied
  - All Regions
- new clusters prepared and established
  - „smart home and housing“ (Veneto, Piemonte and Friuli-Venezia-Giulia)
  - „social innovation“ (Czech Moravian-Silesian Region)

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT

CluStrat = New Cluster Concepts for Central Europe

Results:

- new platforms and cross-cluster collaborations for Emerging Industries and KETs tested and triggered
  - light weight (Saxony, Upper Silesia, Upper Austria, Slovakia, and Friuli-Venezia-Giulia)
  - smart home & living (Baden-Württemberg)
- new approaches on KET technology transfer and training
  - advanced materials, zero energy buildings, advanced manufacturing

CENTRAL EUROPE COOPERATING FOR SUCCESS. EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND CLUSTRAT

CluStrat = New Cluster Concepts for Central Europe

From this,

14 Policy implications have been derived.

2 of them as a concluding example:

- The new cluster concepts developed have to aim at supporting the internationalisation and transnational cooperation of firms through clusters, so to support the specialisation of EU regions and increasing the competitiveness at the international level.
- A key object of European cluster policies should be to create forms to release the innovation and creativity potential linked to favouring diversity at all organizationals levels….

CENTRAL EUROPE COOPERATING FOR SUCCESS. EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND CLUSTRAT

CluStrat = New Cluster Concepts for Central Europe

Thank you very much for your attention!

STEINBEIS-EUROPA-ZENTRUM

Steinbeis-Europa-Zentrum

Lead Partner of CluStrat

www.clustrat.eu

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

CLUSTRAT