

August 2014

Dear reader,

welcome to a new edition of the project newsletter of CluStrat - *Boosting innovation through new cluster concepts in support of emerging issues and cross-sectoral themes.*

CluStrat is a strategic project implemented by the CENTRAL EUROPE programme co-financed by the ERDF. CluStrat aims at the development of new cluster concepts: clusters are key to achieve the cross-fertilization between industries, technologies and services that is needed with a view to Emerging Industries. The transnational consortium of 18 partners has been working together since 2011 to develop a joint strategy on new cluster concepts for the central Europe area.

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>> [LINK: Visit our project website if you want to learn more about the project before you go on!](#)

Update: Where we stand and what we have achieved so far

Objective: Active ageing, green economy / sustainable development and sustainable / intelligent mobility are the emerging industries focused in CluStrat, each with a high growth potential. However, none of these areas can be defined as an industry in the strict sense of the word. Instead, a combination of skills and competences from various industries and technologies is needed to serve the related markets. Single-industry or single-technology clusters are therefore not able to face the challenges of the emerging industries. To make innovation at the interface of traditional and emerging industries, technologies and services happen, collaborations within and across clusters, between clusters and external actors are needed. CluStrat has been working on new cluster concepts facilitating such cooperation since its start in October 2011.

Previous Activities: The following steps have been successfully implemented:

- 1) The main challenges to be addressed and thematic focus areas of the project were agreed
>> [LINK: Opening Conference in Stuttgart on 14.12.2011](#)
>> [LINK: Report from the 1st Transnational Policy Dialogue on 15.12.2011 in Stuttgart](#)
- 2) The potentials in the project regions were mapped and a strategic framework was developed
>> [LINK: Report from the 2nd Transnational Policy Dialogue on 15.04.2013 in Katowice](#)
>> [LINK: Reports on regional / national potentials](#)

3) New cluster concepts were tested in pilot actions across central Europe

>> [LINK: Report from the 3rd Transnational Policy Dialogue on 19.09.2013 in Budapest](#)

>> [LINK: Report from the 4th Transnational Policy Dialogue on 23.06.2014 in Ljubljana](#)

Preliminary findings: In February 2014, the consortium presented its preliminary findings in Brussels. Three main factors have been identified to be of particular importance for the new cluster concepts: (1) a systemic coordination of actors and competencies in order to achieve the quality and scope of collaboration that is needed – across all relevant technologies and branches; (2) a demand driven approach, including end-users in all stages of the innovation process; and (3) integrating knowledge on the possibilities of key-enabling technologies (KET) as identified by the European Commission (including micro-/nanoelectronics, nanotechnology, photonics, advanced materials, industrial biotechnology and advanced manufacturing technologies).

>> [LINK: Conference “New cluster policies for Central Europe and beyond” on 17.02.2014](#)

>> [LINK: Press release on preliminary findings](#)

>> [LINK: The core strategic elements \(Joint Strategy Draft\)](#)

>> [LINK: Publication “Danube Clusters - Striving for Excellence”](#)

All previous project results can be obtained from our project website:

>> <http://clustrat.eu/results/>

Spotlight: The pilot actions implemented in CluStrat

Eight pilot actions have been implemented in CluStrat to test new cluster concepts in the regions. The cluster concepts tested include: systemic coordination, formation of new value chains, establishment of new clusters, transnational cross-clustering platforms, strategic/innovation partnerships, knowledge transfer networks, demonstration & training platforms etc.

Each pilot action was implemented by a group of project partners either working together transnationally in a joint initiative, or implementing related / complementary actions in parallel in different regions, testing different ways to reach a joint objective.

Pilot actions mainly focused on one or several of the below objectives:

- Stimulation of cross-sector cooperation at regional and cross-regional level
- Measures to bring key enabling technology knowledge to clusters and their members
- Preparation or even establishment of new clusters, e.g. clusters going beyond single industries
- Facilitation of transnational cross-cluster cooperation, e.g. matchmaking, towards strategic partnerships and new value chains

“It is impressive to see how CluStrat has already triggered a change in cluster policy and regional cluster landscapes in the participating regions” said Dr. Petra Püchner, managing director of Steinbeis-Europa-Zentrum and coordinator of CluStrat during the project conference “New cluster policies for Central Europe and beyond” on 17 February 2014 in Brussels. The already achieved results of the pilot actions in the participating regions underline this statement and are a signal to clusters in regard to their role towards smart specialization in view of the societal challenges of the Europe 2020 strategy.



The following pilot actions have been implemented:

- 1) **Pilot Action on “Smart Home”**, coordinated by Veneto Region, implemented in cooperation with Piedmont Region, Friuli Innovazione from Friuli-Venezia-Giulia (Italy) and Steinbeis-Europa-Zentrum in Baden-Württemberg (Germany)

*This pilot action tested the **facilitation of cross-sector cooperation at regional and cross-regional level** to advance the exploitation of the emerging market of Smart Home&Living/Housing. In the Italian regions of Veneto, Piemonte and Friuli Venezia Giulia a **new cross-sector cluster** was prepared. In Baden-Württemberg, a process of **systemic coordination of actors** was designed and tested, leading to the creation of a new platform “Smart Home&Living” through the Ministry of Finance and Economics in May 2014.*

- 2) **Pilot Action “B2B & C2C - Matchmaking during international leading fairs: common cross-cluster activities in the field of Ambient Assisted Living (AAL) and ClusterMatchMaking – GREEN TECHNOLOGIES”**, coordinated by Clusterland Upper Austria Ltd., implemented in cooperation with Saxony Economic Development Corporation (Germany) and the Central Transdanubian Regional Development Agency (Hungary)

*This pilot action tested **matchmaking formats**, related to renowned European fairs. A matchmaking event on Ambient Assisted living (AAL) was organized in November 2013 at the MEDICA in Düsseldorf. A second matchmaking event on green technologies was conducted in May 2014 at the IFAT in Munich.*

- 3) **Pilot Action “Trans-regional clustering reflecting societal challenges”**, coordinated by Business Development Agency of Karlovy Vary Region (Czech Republic), in cooperation with the National Cluster Association from the Czech Republic and the Union of Slovak Clusters

*This pilot action tested the **preparation and establishment of new clusters** in three different thematic areas and regions, in respect of the differing framework conditions, according to one **joint cluster methodology**: 1) Establishment of a Social Innovation cluster “SINEC” in the Moravian-Silesian Region in the Czech Republic in December 2013, 2) Establishment of a cluster in Agriculture – Sustainable landscape in the Nitra Region in Slovakia in relation to the European Innovation Platform, 3) Preparation of a cluster in Spa & Balneology in the Karlovy Vary Region in the Czech Republic*

- 4) **Pilot Action “Light Weight – Development of strategic partnership in the light weight constructions area”**, coordinated by Saxony Economic Development Corporation Germany), in collaboration with Clusterland Upper Austria, Upper Silesian Agency for Entrepreneurship and Development (Poland) and Cluster AT+R (Slovakia).

*This pilot action tested ways of **sustainably linking regional players with international actors in this Key enabling technology field** of light weight (advanced materials) towards **facilitation of innovation partnerships**. In November 2013 a transnational expert meeting on Composites and Light Weight Materials was held at the kompozyt expo Trade Fair for HighTech Composites, Technologies and Machinery for the Production of Composites in Krakow in Poland.*

- 5) **Pilot Action “Ambient Assisted Living: homecare mobile/handling platforms technologies, and ICT systems for smart houses, and for social and health services”**, coordinated by SPIRIT Slovenia in collaboration with Cluster AT+R (Slovakia) and Slovak



Business Agency, Lower Silesian Voivodeship (Marshal's Office) from Poland, and Friuli Innovazione from Italy.

*The pilot action aimed to **identify areas of potential future transnational collaboration** in several technologies relevant in the area of Ambient Assisted Living. The tested **cross-clustering activities** were focused at promoting the transfer of new knowledge in the field of AAL, and at creating networking structures for cooperation between relevant entities.*

- 6) **Pilot Action “Cross clustering network of mechatronic, ICT and security modules for development the human-machine systems”**, coordinated by Clusterland Upper Austria Ltd. in cooperation with Cluster AT+R from Slovakia and Saxony Economic Development Corporation from Germany

*This pilot tested ways to **bring enabling technological knowhow to clusters and their members**, namely through the set-up of a transnational **training program** for in the technological area of human-machine interface (train the trainers).*

- 7) **Pilot Action “Advanced Materials”**, coordinated by Cluster AT+R (Slovakia), in cooperation with SPIRIT Slovenia, Saxony Economic Development Corporation (Germany), Clusterland Upper Austria, Friuli Innovazione (Italy) and Upper Silesian Agency for Entrepreneurship and Development Ltd. (Poland)

*This pilot action tested joint cross-clustering activities focused at supporting **transfer of new technological knowledge in the field of advanced materials to clusters and cluster members**, and at creation of international networking structures for **cooperation between laboratories**, testing of new materials and applicable engineering workplaces.*

- 8) **Pilot Action “Networking for development of zero energy buildings”**, coordinated by Marshal's Office of Lower Silesia (Poland), in cooperation with National Cluster Association from the Czech Republic, SPIRIT Slovenia, Cluster AT+R from Slovakia, and Slovak Business Agency.

*This pilot action aimed at **cross-clustering and networking of stakeholders to design and offer advanced technology retrofit options, demonstrations, trainings and know-how-transfer** of new concepts for zero energy buildings with renewable energy used. A benchmarking study was elaborated showing the practical proof and real opportunities of just constructed building projects to set up common expertise and knowledge demonstrated by the international cluster network.*

More information on the pilot actions can be obtained from our project website shortly!

Prospects: What's next?

Single Action Plans to be published: For each pilot action, an action plan serving as a kind of implementation manual for transferring the action to other regions / contexts / industries will be available shortly.

Joint Strategy to be finalized: The CluStrat joint strategy will be finalized shortly.

Joint Action Plan, Joint Actions and Policy Recommendations to be adopted: A Joint Action Plan for implementation of the joint strategy in the regional and national systems, proposals for Joint Actions at transnational / macro-regional level and related policy recommendations will be adopted.



Event announcements

New cluster concepts for cluster policies in Europe: The final conference of CluStrat takes place on 18.09.2014. in Venice, organized by Veneto Region.

>> [Link to the conference](#)

Boosting innovation through inter-clustering strategies and smart specialisation policies: Joint workshop with the strategic South East Europe project ClusterPoliSEE, organized by Regione Marche in cooperation with CluStrat, during the OPEN DAYS in Brussels.

>> [Link to the workshop](#)

The CluStrat Consortium – picture taken at the international conference in Brussels on 17 February 2014 (photo copyright: smartbe)



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