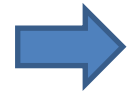


Clusnet - Methodology



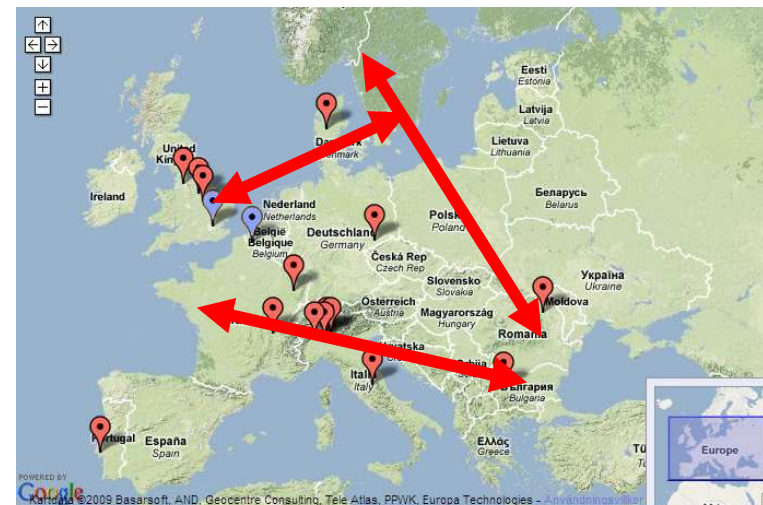
1. Clusnet objectives
2. Session methodology
3. Cases
4. Documentation
5. Workplan



Overall Objectives

“Improve effectiveness of cluster support policies in larger European city-regions”

“...facilitate the creation of links between clusters from partner cities”



Three Main Objectives

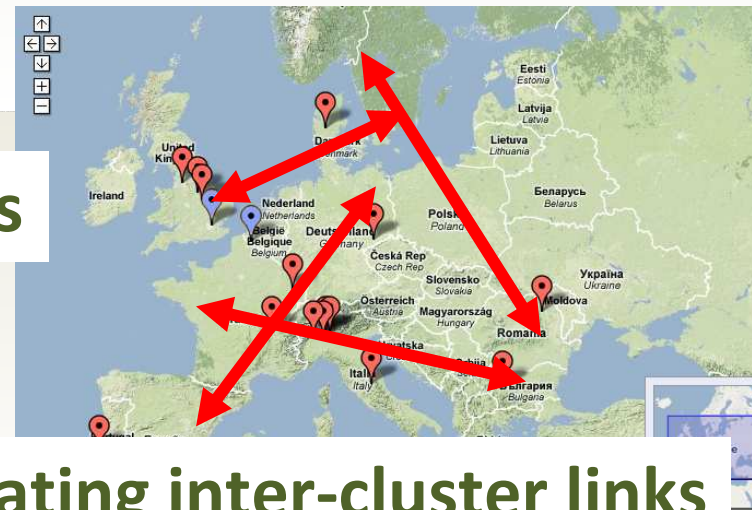
1. Exchange of cluster policy experiences

Regional/City

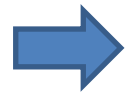
2. Learning from cluster cases

Local

3. Initiating inter-cluster links



1. Clusnet objectives



2. Session methodology

3. Cases

4. Documentation

5. Workplan

Methodology

le Grand Lyon
Barcelona
Budapest
Dortmund
Eindhoven
Göteborg
Helsinki
Leipzig
Manchester



Kick-off

April 2009

Stockholm

9 City workshops

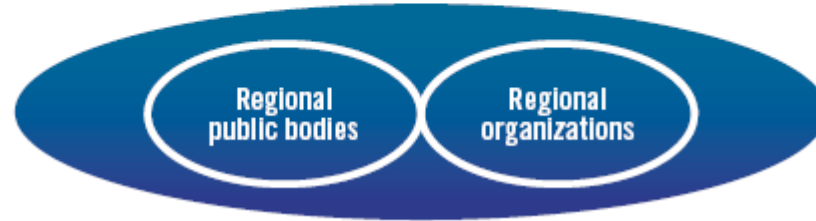
Final conference

Sept 2011

Lyon

City Workshops- Three Parts

1



City-region level policy

2



Cluster level

3



Inter-cluster networking

Methodology



Before city workshop

**Program (Wednesday PM – Friday Lunch)
Cluster case preparation by the city
Distribution of cluster case > one week prior
to meeting**

During city workshop

- 1. City-region cluster policy**
- 2. Case presentation and discussion**
- 3. Cluster visit**
- 4. Inter-cluster networking**

After city workshop

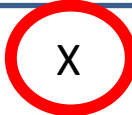
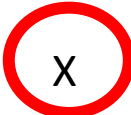
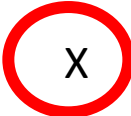
**Documentation – report from city
workshop(by CSC)**

Typical Program

Wednesday	PM	Steering Committee (PJ)
		Case presentation by Cluster staff
		Policy presentation by City staff
Thursday	AM	Cluster visit (all)
	PM	Choice A Cluster case discussion & “solution” (CSC)
		Choice B Inter-cluster networking (arranged individually)
Friday	AM	Policy discussion and conclusion
	Lunch	Presentation to policymakers (CSC)

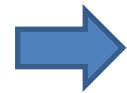
Cluster Map

 City case x Networking opportunity

	Textiles	Biotech	ICT
le Grand Lyon	X	 X	
Barcelona			
Budapest			
Dortmund			
Eindhoven	X		 X
Göteborg	X		X
Helsinki	X		X
Leipzig			
Manchester	 X		
Munich			

1. Clusnet objectives

2. Session methodology



3. Cases

4. Documentation

5. Workplan

Cluster Cases

Cluster Construction/Reconstruction



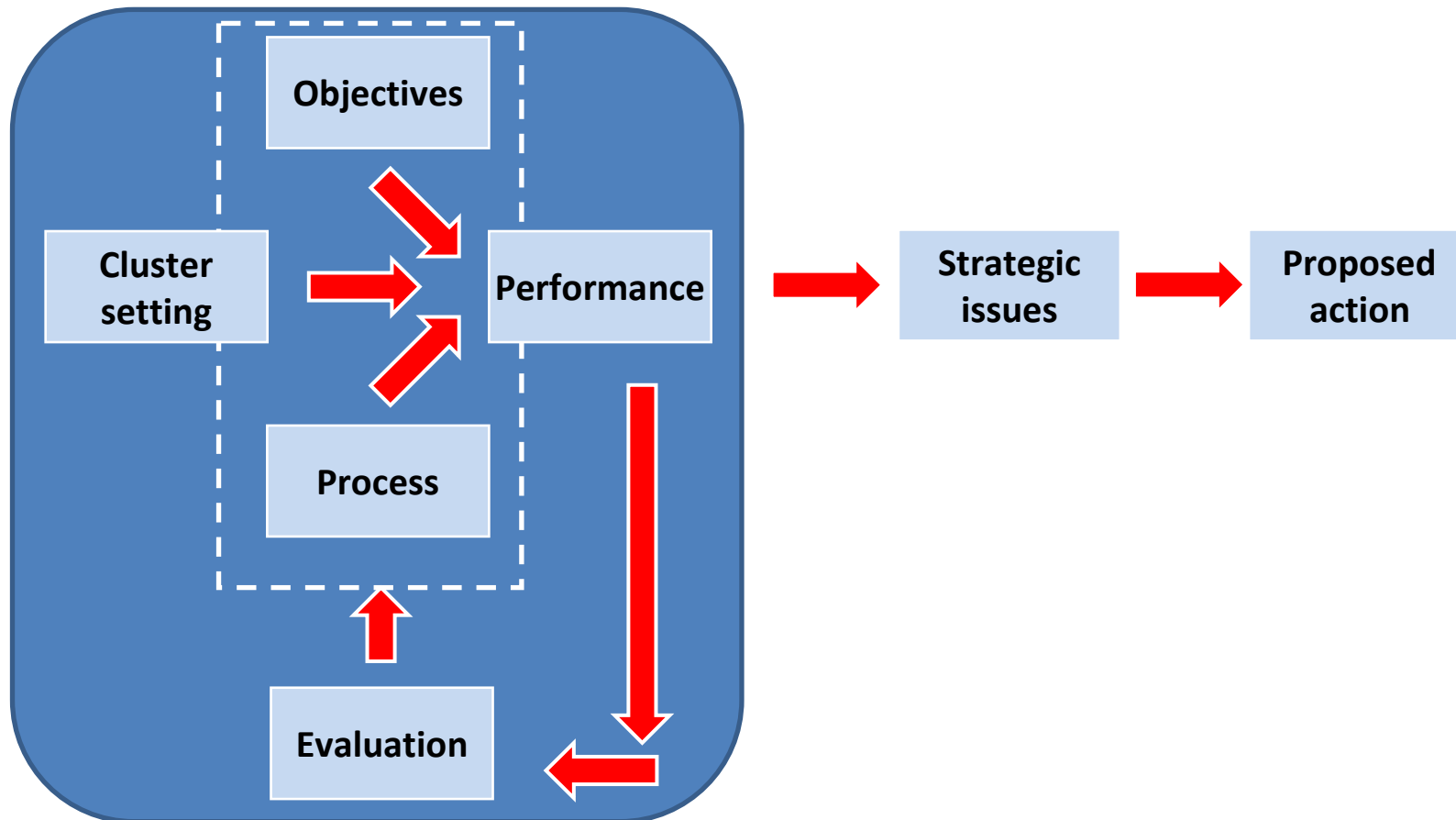
le Grand Lyon
Barcelona
Budapest
Dortmund
Eindhoven
Göteborg
Helsinki
Leipzig
Manchester

Cluster Cases

- Discussion-based learning
- Involves a real issue faced by the cluster
- Written case (short text/powerpoint)
- Presentation leading to strategic issue put in focus
- Discussion with Clusnet team leading to a proposed set of actions

Case Content

Cluster Initiative



Case Content

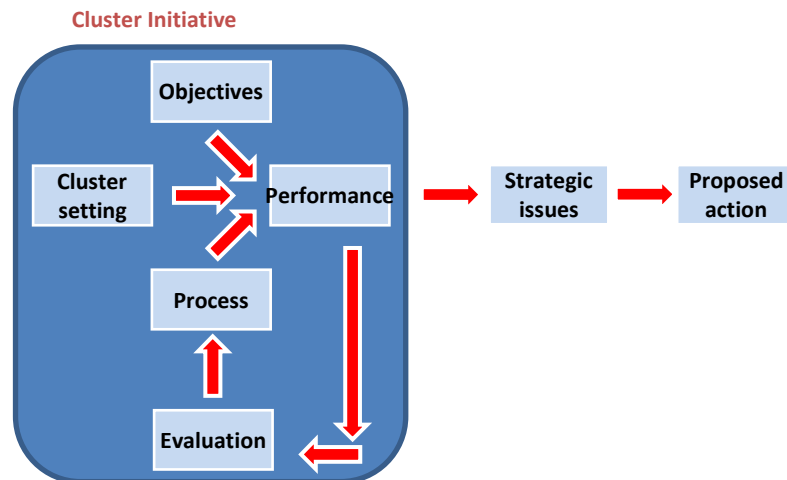
Table of Contents:

1. Setting

Cluster life cycle (birth, growth)
Depth and width of cluster today
Global/regional position/strengths
Broader microeconomic business environment including micro policy
Factor quality and research
Social capital

2. Objectives

Human Resources Upgrading
Firm Formation
Joint Production
Branding and Export Promotion
Intelligence
Joint R&D
Business Environment



Case Content

Table of Contents:

3. Process

Initiation of cluster initiative

Motivating forces

Formation of cluster organization

Governance of initiative/organization

4. Performance

Competitiveness

Growth

Fulfilling cluster initiative goals

5. Evaluation

What is evaluated

How is impact measured

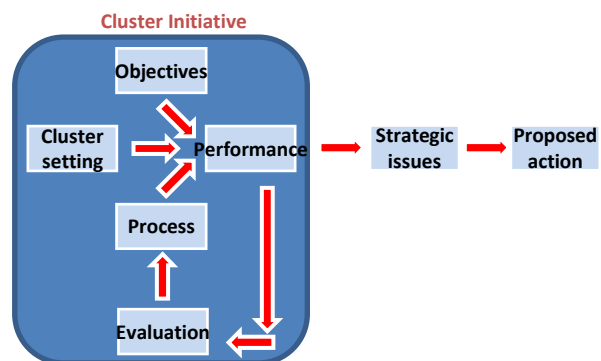
Control group and unintended effects

6. Strategic issues

Objectives not fulfilled?

New objectives?

Need for new process?



Examples – Strategic Case Issues

Shifting from a project to an organized form

Finding new objectives – moving away from the low hanging fruits

Finding transnational cluster cooperation partners

Less effective cluster facilitators

Different needs of Large vs SME members of the cluster organization

How to create momentum for real evaluation

...

...

Proposed Cluster Case

le Grand Lyon
Barcelona
Budapest

Group 1

Dortmund
Eindhoven
Göteborg

Group 2

Helsinki
Leipzig

Group 3

Manchester
Munich

Group 4

Preliminary Strategic Issue

le Grand Lyon
Barcelona
Budapest

Group 1

Dortmund
Eindhoven
Göteborg

Group 2

Helsinki
Leipzig

Group 3

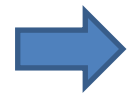
Manchester
Munich

Group 4

1. Clusnet objectives

2. Session methodology

3. Cases



4. Documentation

5. Workplan

Documentation

9 Cluster cases

9 City Reports



Description of city-regional cluster support policies

Experiences made

Cluster case

Strategic issues facing the cluster – next steps?

Potential for trans-national cluster linkages

Final report

Summary of three years of learning

- 1. Clusnet objectives**
- 2. Session methodology**
- 3. Cases**
- 4. Documentation**
- 5. Workplan**





Workplan:

Dates for city workshops

Cluster cases