



Change and Improvement Workshop

CLUSTERING TOWARDS A NEW PERSPECTIVE FOR THE EU INNOVATION SYSTEM

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A little (vast) Innovation laboratory

Projects for innovation and Change

The Project as a knowledge generator

- 70 projects dealing with technical and organisational innovation.
- 6 Accompanying measures
- 5 Clusters of accompanying measures and projects
- About 700 organisations involved.
- Projects with a variable geometry
- Diversity, complexity and continuous learning
 - knowledge, complexity, confusion, uncertainty, risks, diversity, multiculturalism (technicians vs others....), --- > Continuous **Learning**

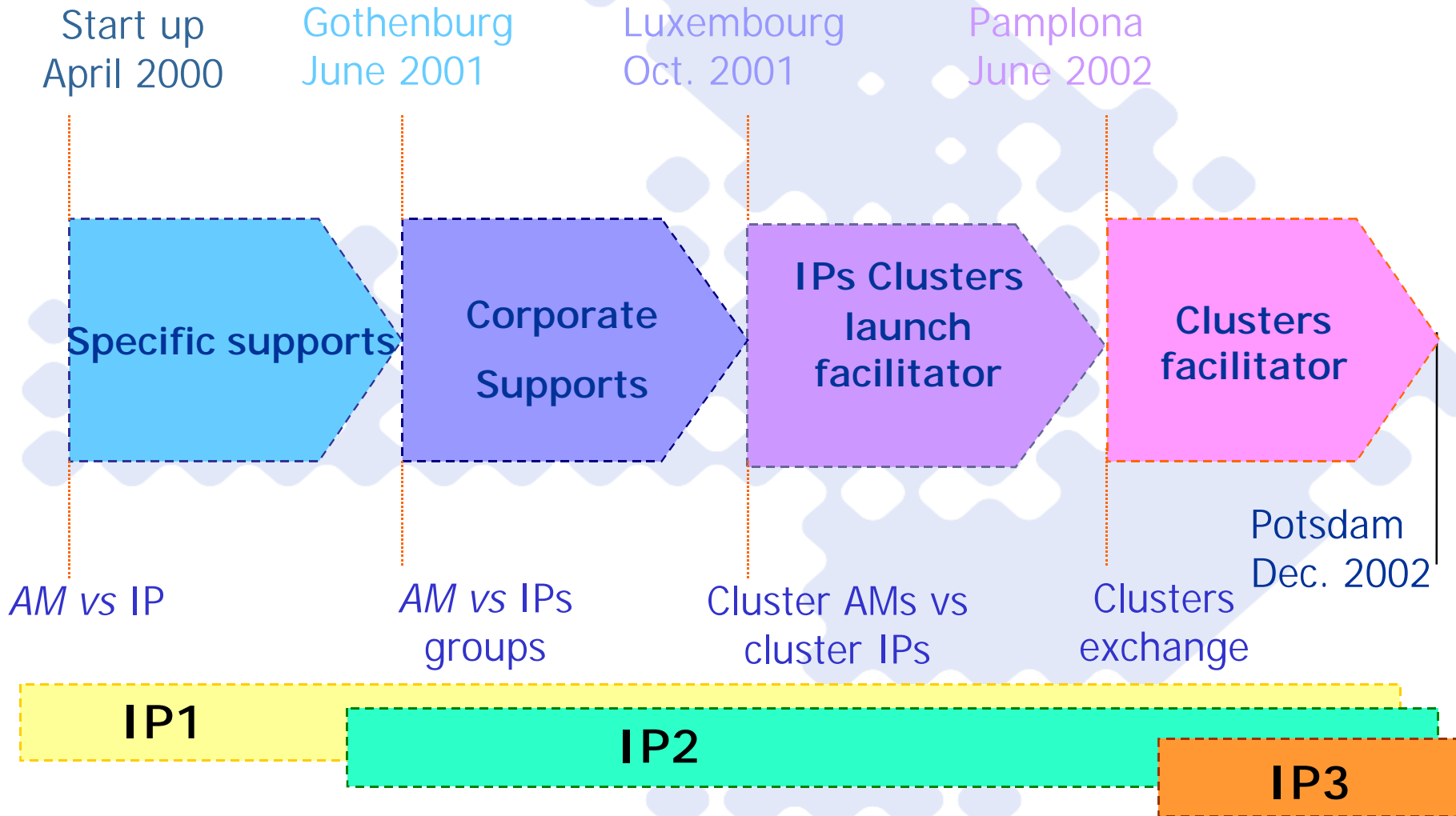
Actors and organisations of innovation projects

- **Research centres and universities,**
- **Brokers and agencies,**
- **Smes,**
- **Social Actors/Chambers/Unions,**
- **Training and education bodies,**
- **Administrations,**
- **NGOs and Federations**
- **Specific Niche Actors**

Innovation projects activities

- **Job creation**
- **Skills management**
- **Technology transfer**
- **Knowledge transfer**
- **Communication, diffusion, training**
- **Articulation of intelligence**

The clustering process: an evolving scheme



Why clustering?

- ❑ Group together organisations that share problems soluble in terms of process
- ❑ Clusters: not an aim, but a tool, a vehicle for knowledge sharing
- ❑ Establish transferable mechanisms to help organisations to deal with different kinds of innovation related problems
- ❑ Acquire new knowledge in co-operation with other organisations facing similar obstacles
- ❑ Learn lessons on how to integrate SMEs and other non-research stakeholders in larger-scale network

How clustering?

- Trust-building
- Co-opetition (co-operation in a competitive environment)
- Intra-preneurialism (entrepreneurial approach to add value to internal competencies of a group)

4 MACRO ISSUES across projects

- ❑ Involvement of SMEs in the innovation processes
- ❑ Stakeholders awareness, dissemination and marketing
- ❑ Knowledge and competence
- ❑ Project management

What happened in Pamplona

- ❑ Bottom-up, problem driven clusters have been created around the 4 issues
- ❑ Major results achieved:
 - knowledge and experience sharing among organisations
 - enhanced knowledge flow and generation of synergies
 - new cooperative approach

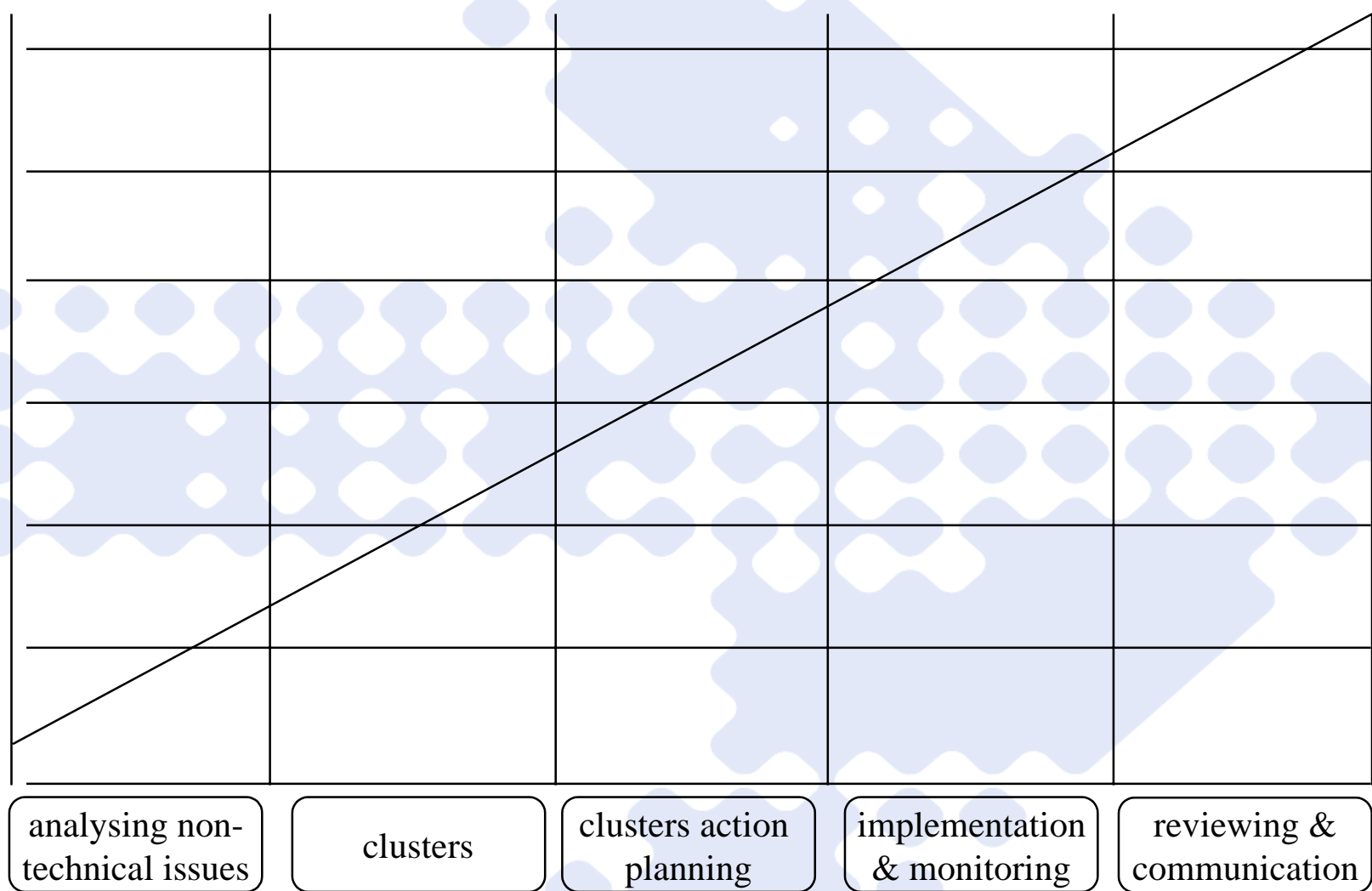
What happened in Brussels

- ❑ Identification of Clusters mission and identity
- ❑ Planning of horizontal and vertical clusters action plans
- ❑ Planning the integration of web-marketing tools for a common communication platform among Innovation Projects
- ❑ Building Innovation cases (papers by AMs)

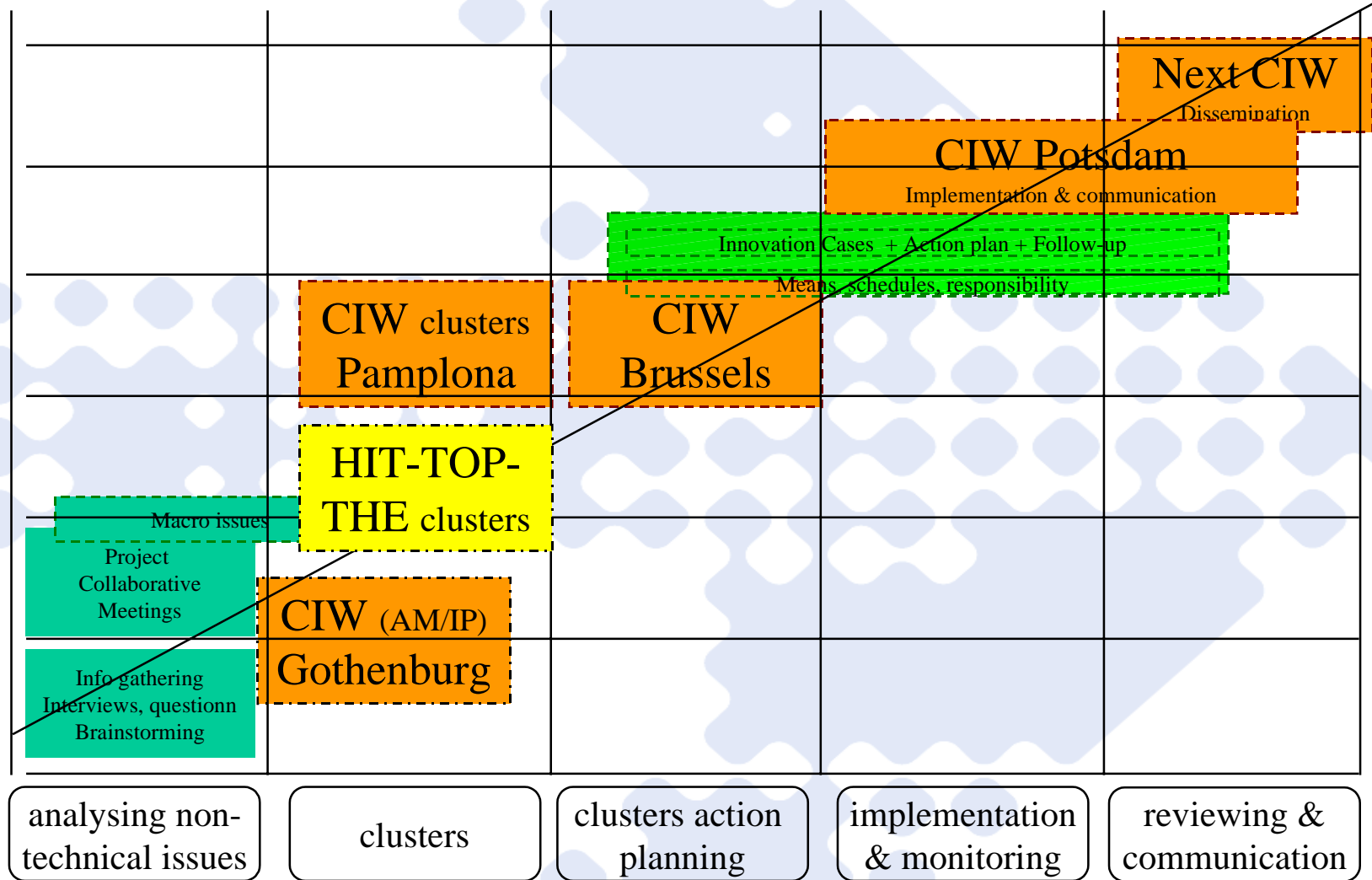
Major Potsdam objectives

- ❑ **strengthen** and **validate** the cluster process
- ❑ **involve 3rd** call of **IPs** in the clustering process
- ❑ extract **lessons & knowledge** transfer
- ❑ develop a joint **communication strategy**
- ❑ ensure future **sustainability** for the clustering process

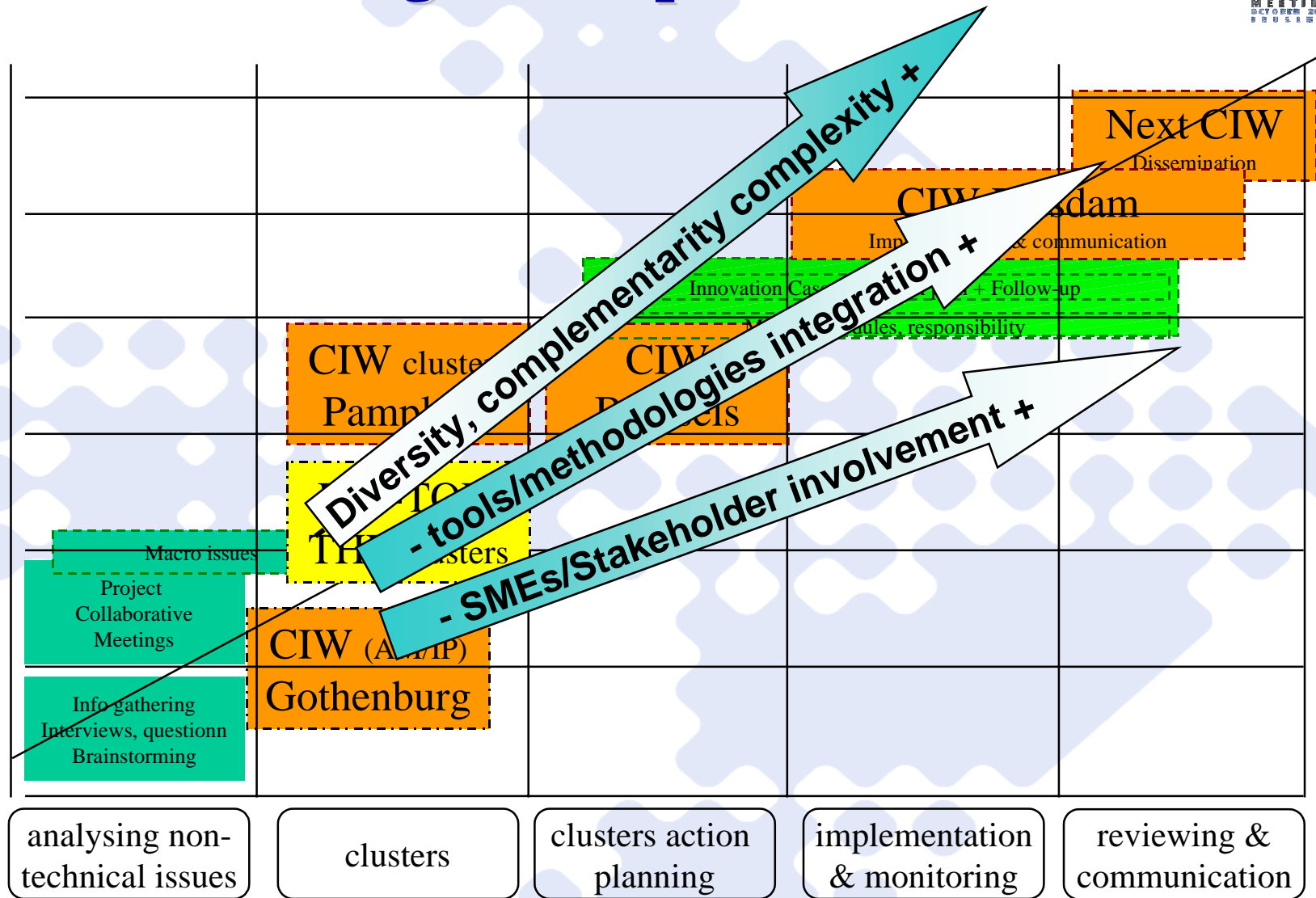
Some elements of the clustering process....



.... Some milestones....



... broadening the scope...





WHAT ARE THE ACCOMPANYING MEASURES?

Objectives of AM testbed (call on 25.3.99)

- "the Accompanying Measures (AMs) are planned to assist Innovation Projects.
- Projects may be grouped into 'clusters' on the basis of their common interest for a set of specific "non-technical aspects of innovation"

Objectives of AM testbed

AMs can help with:

- the exchange of experience on 'non-technical aspects' for example training, project management, etc.
- expertise in protection, exploitation, marketing and related issues.
- early identification, promotion and dissemination of innovat. opportunities
- learning about the innovation process, existing barriers to innovation, etc.
- identification and use of financing opportunities for the the exploitation of innovations."

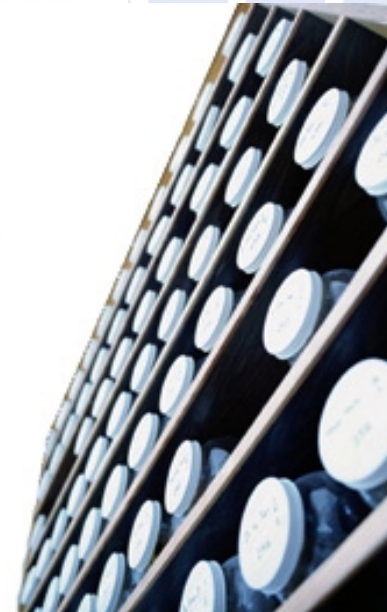
Objectives of AM testbed Additional to the Cluster Support:

- "ensure the promotional function of the action by co-ordinating the promotion activities of the clusters, secure a 'corporate image' and involve other Community actions."
- "It will develop communication, publicise experience in the relevant media and organise the participation of projects in communication events."

General approach of AM testbed

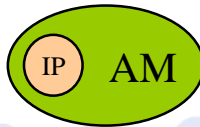
- **clustering approaches**
- **participatory dynamics**
- **outward-oriented support schemes**
- **cooperation between the IPs and the AMs into a much broader context by including various target groups**

Innovation Project Uniqueness

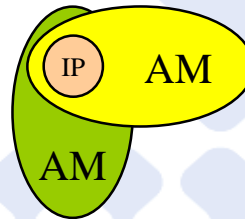


■ **The evolution of the AM concept:**

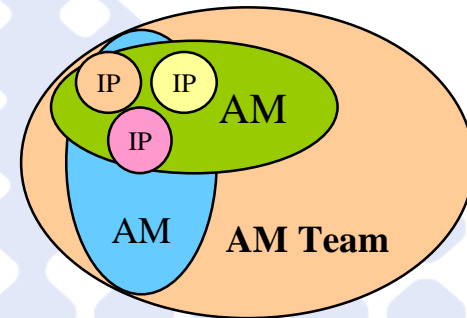
“1 AM to 1 IP” format



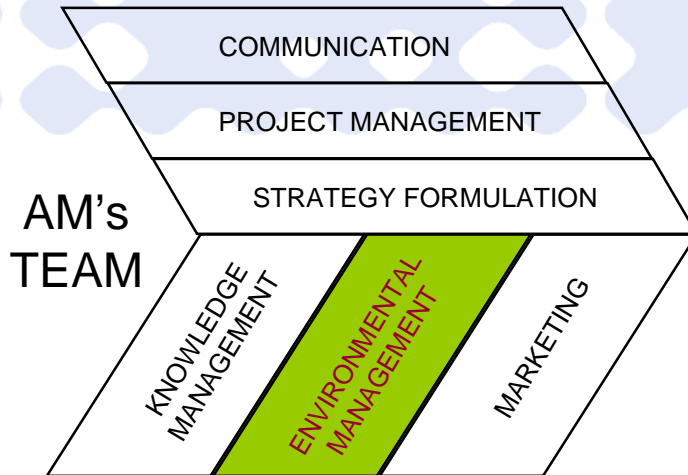
“Integrated multi-AM to 1 IP” format



“AM Corporate Support” format



■ **The integration with other AM’s:**



Multidisciplinary
Corporate Support →

