

➤ P4C Final Conference

After successfully completed 20 months of research and analysis of the services offered to European SMEs through clusters, the project "POOLING4CLUSTERS - Best shared services for regional cluster initiative needs" **presented its final recommendations during a special section of the "8th Competitiveness Clusters Forum"** taking place in Sophia Antipolis, (France) on **November 23rd, 2012**.

During the conference and particularly during the session titled "High quality services to SMEs through clusters" the P4C panel presented to the audience the scope and the methodology implemented for the field tests of the project as well as the recommendation plans (global and regional) produced by all partners.



➤ P4C Project: Overall Objective

The project **Pooling4Clusters** "*Best shared services for regional cluster initiative needs*" was designed to access the value added services provided by Das (Development Agencies) to CIs (Cluster Initiative), in the RoPs (Region of Partners), as part of the Das' support to SMEs to become more efficient and contribute more significantly to the success of regional development objectives.

Especially through the identification and analysis of good practices in the partners regions, this project produced assisting guidelines and recommendations to regional authorities in reaching a preminent method to improve their support framework to cluster and competitiveness poles, by taking into account the added-value of already existing development agencies in terms of services.



➤ Project's Outputs

The project's objective allowed out of a total of 96 services, which were recorded and then evaluated by all partners, the identification of 15 good practices.

Focusing on the transferability potential of the value added services, project partners performed analyses and field tests with the scope to produce recommendation plans. The Recommendation Plans, comprising of seven regional and one global recommendations, aim at becoming a tool for policy makers towards further improving cluster support regional policies and provision of services and ultimately act as an interregional platform of services provided by DAs (Developmental Agencies) to CIs (Cluster Initiatives).

For more information visit the <http://www.pooling4clusters.eu/>





Panel Discussion - Good practices in services to SMEs

From left to right: Blanka Odlazek (Business Support Center, Slovenia), Stephanie Fleischmann (Stuttgart Region Economic Development Corporation, Germany) Daniela Busutti (MITA, Malta), Julia Phoca (Corallia Clusters Initiative, Greece), Jean-Noël DURVY (Panel's Moderator, Fondation Sophia Antipolis), Coraline Lefevre (BEP, Walloon Region, Belgium)



The P4C consortium

From left to right: Blanka Odlazek (Business Support Center), Seren Eilmann (Tartu Science Park), Karl Viiol (Tartu Science Park), Nadege Bouget, Daniela Busutti (Malta IT Agency), Margit Wolf (Stuttgart Region), Konstantina Neofotistou (Corallia Clusters Initiative), Julia Phoca (Corallia Clusters Initiative), Vincent Van Breusegem (BEP, Walloon Region), Coraline Lefevre (BEP, Walloon Region), Oliver Reichert (Stuttgart Region)



Ms Marit Lani, INTERREG IVC Information Point North



P4C Final Conference's highlight



ENG: The project and practices tested highlighted two regional recommendations: *Visibility and publicity*: publicize the services put in place widely and openly as part of the economic-development policy linked to clusters. *Smart partnerships*. In order that the public policies put in place may benefit the greatest number of people, it is important to ensure they keep a level of openness so that clusters and local or regional development agencies can be associated with projects.

FR: Le projet et les pratiques testées ont mis en évidence deux recommandations régionales:

Visibilité et communication: veiller à communiquer de manière large et ouverte sur les services mis en place dans le cadre de la politique de développement économique des clusters.

Partenariats intelligents: Afin que les politiques publiques puissent bénéficier au plus grand nombre, il importe de veiller à conserver un degré d'ouverture pour que tant clusters qu'agences de développement régionales ou locales puissent être associés aux projets.

ENG: The project and the practices tested highlighted 2 major points: The international strategy must be carefully thought out and seen in its entirety. Development agencies can play a major role in supporting PRIDES offering relevant services and efficient tools. PRIDES and development agencies should work together to promote the Region. A consistent support in European Networking not only allows regional enterprises to get in touch with similar European networks and to get easier access to funds but also provides an opportunity to influence European decision makers.

FR: Le projet et les pratiques testées ont mis en évidence 2 points principaux: La stratégie internationale doit être pensée et vue dans son intégralité. Les agences de développement peuvent jouer un rôle majeur dans le soutien des PRIDES en proposant des services et outils efficaces. Les PRIDES et agences de développement doivent travailler ensemble pour promouvoir la région. Une implication constante dans les réseaux européens permet aux entreprises régionales d'entrer en contact avec des réseaux européens similaires et d'obtenir un accès plus facile à des fonds, mais offre également la possibilité d'influencer les décideurs européens.



ENG: Corallia's goal through its engagement in the projects was to share experiences and eventually enrich the services offered to Cluster members. By implementing the tested services Corallia will help regional clusters to grow and become more competitive by bringing them in contact with international markets, major clients, and other key stakeholders for cluster development. Moreover by introducing new services Corallia will contribute to startups or small sized companies' development and success as they will be able to make use of low cost services.

GR: Στόχος του Corallia, μέσα από τη συμμετοχή του στο έργο, ήταν η ανταλλαγή εμπειριών και ο εμπλουτισμός των υπηρεσιών που παρέχονται στα μέλη των clusters. Με την εφαρμογή των υπηρεσιών που ερευνήσε, το Corallia θα βοηθήσει στην ανάπτυξη και την ανταγωνιστικότητα των τοπικών clusters, φέρνοντάς τα σε επαφή με διεθνείς αγορές, σημαντικούς πελάτες και άλλους σημαντικούς παράγοντες για την ανάπτυξη των clusters. Επιπλέον, με την εισαγωγή νέων υπηρεσιών, το Corallia θα συμβάλλει στην ανάπτυξη και επιτυχία των startups ή μικρών εταιρειών, καθώς θα έχουν τη δυνατότητα να κάνουν χρήση υπηρεσιών χαμηλού κόστους.



ENG: In the future more emphasis and effort should be given to joint cooperation between clusters and DA-s trying to develop specific innovative support to cluster members that will result in higher added value, innovative products, services, stronger position in the market. With the joint cooperation both DA-s and clusters could gain and improve their positions as intermediate bodies working in favour of cluster members assuring good quality support.

SLO: prihodnje bi bilo potrebno nameniti več pozornosti in truda skupnemu sodelovanju med grozdi in razvojnimi agencijami (RA), ki poskušajo razviti inovativne podpore za člane grozdov za omogočanje večje dodane vrednosti, inovativnosti proizvodov, storitev, močnejšega položaja na trgu. S skupnim sodelovanjem bi lahko RA-ji kot tudi grozdi pridobili in izboljšali svoj položaj kot posredniška telesa, ki delujejo v prid članov grozdov in zagotavljajo kakovostno podporo.

ENG: The aim of WRS was to implement a Web portal for the regional Creative Industries Clusters as well as to draft a concept for a technology information service to improve regional technology transfer. To offer a One Stop Shop for regional clusters, no matter which industry, can be helpful and even is considered as necessary. Both services have been analysed carefully and both of them are adaptable to the Stuttgart Region.

GER: Das Ziel der WRS war es, ein Webportal für die Kreativwirtschaft in der Region Stuttgart einzurichten sowie den regionalen Technologietransfer zu optimieren. Das Angebot eines einzigen Anlaufpunktes für die Cluster innerhalb einer Industrie wird als hilfreich und sogar als notwendig erachtet. Beide Services wurden zuvor sorgfältig analysiert und beide sind auf die Region Stuttgart übertragbar.



Wirtschaftsförderung
Region Stuttgart

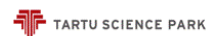


ENG: MITA, through the Pooling4Clusters Project, is recommending a number of policy actions to enable cluster development. This is being proposed through the formulation of a clusters framework, with a set of financial instruments supporting cluster development and the establishment of a sound governance structure that brings together the public and private sector. MITA is also recommending an educational and awareness campaign on clustering, through the identification of interested stakeholders and supporting them to come together to reflect on the common aspects that could lead them to collaboration. The eSkills Alliance and a number of industry players are supporting these recommendations. Further industry consultations are taking place to further garner a stronger position on clusters.

MAL: MITA, permezz tal-Proġett Pooling4Clusters, qed tirrakkomanda għadd ta' azzjonijiet ta' politika li jiffaċilitaw l-iżvilupp ta' clusters. Dan qed ikun propost permezz ta' qafas b'sett ta' strumenti finanzjarji li jappoġġaw l-iżvilupp ta' clusters u fl-istess ħin titwaqqaf struttura ta' governanza soda li tgħaqqad is-settur pubbliku ma' dak privat. MITA qiegħda wkoll tirrakkomanda kampanja edukattiva ta' għarfien dwar clusters sabiex titqajjem kuxjenza u tteġġeg lil dawk interessati sabiex jingħaqdu flimkien u jirriflettaw fuq l-aspetti komuni li jista' jwassalhom sabiex jikkollaboraw flimkien. L-eSkills Alliance u numru ta' kumpaniji fl-industrija qed jappoġġaw dawn irrakkomandazzjonijiet. Fil-preżent qed issir konsultazzjoni mal-industrija sabiex naslu għall-pożizzjoni aktar b'saħħitha dwar clusters.

ENG: Tartu Science Park tested Slovenia's good practice "Training and Mentorship" and Belgium's good practice "Scientific Group Intermediation". Through the successful implementation of good practices Smart City Lab cluster was formed in Tartu based on triple helix approach. As the result of the trainings we suggest creating a training programme for cluster managers on communication, motivation and international relations. Creating live broadcast of the seminars turned out to be very useful and appreciated by companies.

EST: Tartu Teaduspark katsetas Belgia head praktikat, mille tulemusena loodi klaster Smart City Lab. Targa linna klaster hõlmab endas piirkonna avalikke asutusi, arendusorganisatsioone, ülikoole ja ettevõtteid. Sloveenia hea praktika katsetuse tulemusena saime teada, et klastrite efektiivsemaks tööks on vaja klastrite töötajaid koolitada kommunikatsiooni, motiveerimise ja rahvusvaheliste suhete valdkonnas. Otseülekanne seminaridest ja treeningutest osutus väga kasulikuks ja seda hinnati firmade poolt kõrgelt.



TARTU SCIENCE PARK