



28-29 June 2010

Lyon, Rhône-Alpes (France)

Event **Towards a common European and Regional strategy for plastics clusters**

Development of intercluster
cooperation's at European level

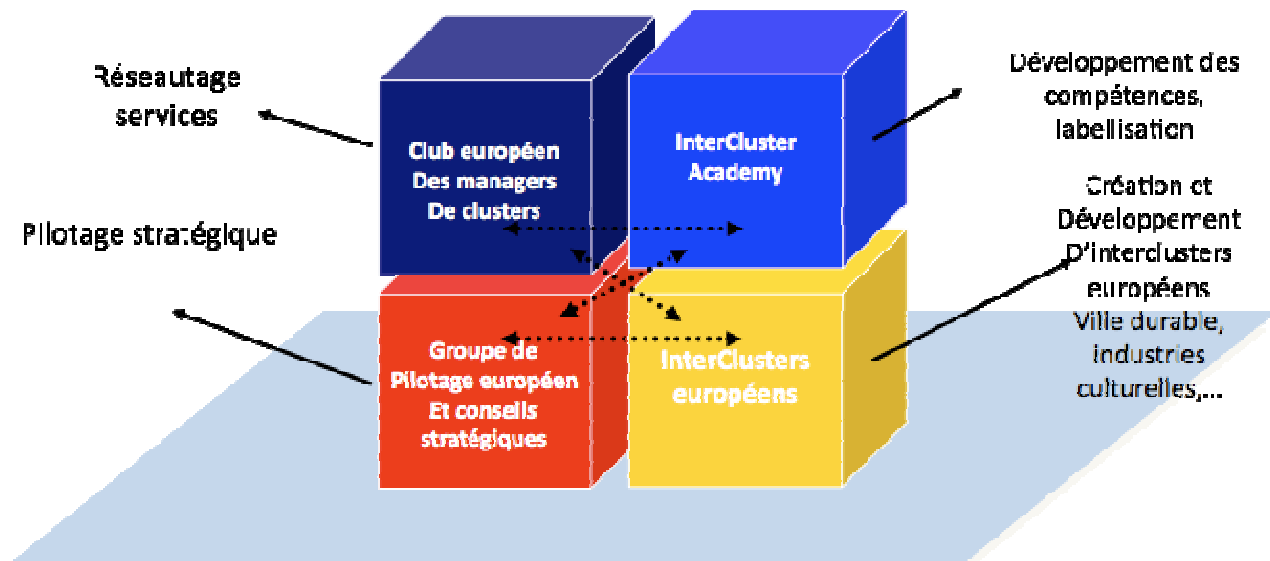
Nicholas Szechenyi
Europa InterCluster



A European Project supported within the Seventh Framework Programme for Research and Technological Development

1 - Europa InterCluster, the European Agency for cluster cooperation

- Non profit association
- With a strategic road map





Clusterplast

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- European Club of Cluster Managers
 - A professional association of European cluster managers
 - Aims at serving the interests of clusters managers with a special focus on excellence
 - It is set up in the framework of the European Cluster Excellence Initiative with the support of the PRO INNO Europe[®] initiative of the European Commission.
 - Launch event: 29 September 2010 in Brussels



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2 – The White Paper on the emergence of European world-class cluster

- **Authors:**
 - 40 clusters from France, Germany, Hungary, Sweden
- **The aim:**
 - An attempt to describe the main characteristics of world-class clusters
 - Identify the main challenges facing clusters in Europe
 - Make proposals to policy makers (regional, national, European)



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- **First challenge – an external challenge: projection onto the world stage**
 - Possessing the ability to develop a global strategic vision
 - Securing a position on the global market or generating new integrating markets on the global scale
 - Control one's own value chain
- **Second challenge - an internal challenge: an inward projection to become an effective player**
 - the art of combining all three branches of the knowledge triangle
 - The art of combining governance with the dynamic of cluster members
 - The art of combining attractiveness with competitiveness
- **Third challenge - harness the European potential**
 - Reinforcing one another through European cooperation
 - Developing a structure on the basis of world-class value chains
 - Coming of age to become the actors of a new European industrial policy



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3 - Attempt to classify cooperations between clusters

- Usually, what is at the origin of a cooperation between clusters?
 - A public tender opportunity (FPx, Interreg, etc.)
 - Personal contact or friendship
 - Search for same sector cluster (Ex.: Europe INNOVA's cluster networks)
- Usually one project leader versus others "followers"
 - No power balance and no confidence, hence no real cooperation
- Usually project oriented instead of market oriented
 - If a project does come through it is difficult to generate a new project and keep the cooperation going
 - 90% clusters have no international strategy (cf. Kompetenznetze study)



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Specificity of cluster-cluster cooperation

- Recent approach, little experience
- Difficulty in finding a suitable partner because of great diversity of forms (size, maturity, governance, etc.), lack of contact person or organisation, etc.
- Seldom more than 2 clusters



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- **A. exchange-cooperation**

Exchanging practices, networking (ex: www.europe-innova.org - www.proinno-europe.eu)

- Crosscut approach : training (CEE Clusternetwork)
- Disciplinary approach : ex: Biotech (ABCEurope), EcoInnovation (EcoClup), Aerospace (EACP)

- **B. cooperation-coordination**

- Temporary establishment of consortia to participate to calls for tenders, develop a strategy for various EU programs
- Ex: FP7, European technology platforms, INNET, ...in a supply-driven manner (funding, programs,...)

- **C. integration-cooperation**

- Establishment of sustainable consortia of complementary clusters on the value chain in a (market-) demand-driven manner
- Ex: intercluster: under construction in the fields of bio-products, mechanics...



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4 – The path towards European “interclusters”

- A. pick emerging markets
 - The “lead markets”, defined by the Commission
 - The “integrating markets”: world-scale growth markets overlapping different fields: bioproducts, eco-transport, renewable energies, e-health, cultural industries, sustainable cities...

- B. design European value chains:

Integrated maximization of the value chain: build a value chain, in a integrated way, starting from research down to the launch of new products and services on the market





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- C. Benchmark European clusters
- benchmark potential European cluster partners who have the required skills and the access to the targeted market
- assess simulated alliances question about the partners' profiles: what are the best potential alliances with 2 or 3 European clusters?



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- D. foster the emergence of European world-class clusters: Interclusters
 - Most European clusters cannot become, on their own, a world-class cluster
 - Need for combination between complementary clusters
 - InterCluster's aim: a transnational consortium composed of up to three or four clusters complementing one another in the value chain and with a common strategy and a joint management



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- Thank you for your attention! •
- www.intercluster.eu