



# **Danube S3 Cluster Project**

"Transnational Cluster Cooperation active on Agro – food, based on Smart Specialization Approach in the Danube region"

# "Danube S3 Cluster Strategy"

2<sup>nd</sup> Innovation Forum online – 18 November 2020 Steinbeis 2i GmbH / Dr. Katrin Hochberg





### **Background and rationale**



# Aim of **Danube S3 Cluster project**:

- foster transnational cluster cooperation in the agro-food sector
- enhance innovation management knowledge and skills of cluster managers and members
- leverage the innovation-driven entrepreneurial ecosystem in the Danube area by developing smart and coordinated cluster policies in the context of Research and Innovation Strategies for Smart Specialization (RIS3)

# Aim of **Danube S3 Cluster strategy**:

- support the development of a sustainable, resource efficient agro-food sector in the Danube region
- strengthen the role and market efficiency of clusters







# Methodology



# **Analysis**

- Analysis of regional context and cluster innovation potential in the DR
  - Synthesis of 11 regional analyses
  - Findings from over 200 innovation audits

# EDP focus groups

- 4 Entrepreneurial Discovery Process (EDP) focus groups (Romania, Ukraine, Moldova, Bosnia-Herzegovina)
  - → identify needs, share knowledge, launch project ideas

# Strategy

- Transnational workshop in January 2020
  - → agreement on vision, mission and strategic objectives
- Capitalization of results from other projects (DanuBioValNet, Made in Danube, ClusterFY etc.)
- Integration of "White Paper on the Capacities of Strengthening Clusters", "Initiative" by PA8 WG Clusters

Local Action Plans  5 Local Action Plans (LAPs) in Romania, Bosnia-Herzegovina, Croatia, Serbia, Slovakia on 3 cross-cutting themes: Healthy Food, Open Innovation, Business Models that work in circular economy



#### **Danube S3 Cluster Strategy**



#### Mission / Objective:

Support the development of a **sustainable**, **resource efficient agro-food sector** within the Danube Region by strengthening the **role and the market efficiency of clusters** through **enhanced cooperation**, **visibility and recognition** 

#### Vision for 2030:

- Agro-food sector in DR is able to meet challenges like increased productivity, sustainability, resilience and innovation
- Role of clusters is acknowledged and realized resulting in:
- increased efficiency and visibility on the market
- advanced level of cooperation both regionally and internationally to strengthen the capacity for research & innovation
- access to a broader spectrum of market opportunities, business development services, financial resources and supportive networks
- increased policy level and legislative recognition
- enhanced recognition and integration in regional development



# P1 – Improve framework conditions for cluster policy



#### **Objective**:

Creating a clear **legislative definition** and a stable, predictable **supporting scheme** for clusters that enhances their market efficiency

- Need for cluster definition in legislation (e.g. in Bosnia-Herzegovina, Serbia, Slovakia)
- Supporting schemes for clusters should help strengthen and increase the efficiency of clusters on the market
- A mixed funding (combining public funds, membership fee, payment for services, project participation, etc.) is essential for clusters to ensure a sustainable financial model





#### P2 – Increase cluster mapping and visibility



#### **Objective:**

Identify the already existing players on the market and make them visible for interested stakeholders

- Clusters' profile, activities and achievements should be accessible, visible and known through local, regional, national and EU-wide mapping
- Databases need to be updated regularly
- Communication success stories to provide guidance and ideas to other clusters





# P3 - Monitoring, accreditation and benchmarking



### **Objective:**

Promoting the continuous monitoring of the clusters' activities and boosting their performance through accreditation and benchmarking models

- On European (European Secretariat for Cluster Analysis ESCA) or national level (e.g. Germany, Hungary)
- Ensure interoperability of the different accreditation, monitoring and benchmarking systems to support transferability (of the systems) and comparability (of the results) across countries



# P4 – Cluster management & excellence support programs



#### **Objective**:

Supporting the professionalism and competences of cluster management

 Crucial to help cluster managers identify and implement advanced management patterns and solutions but also to increase their competences in a number of areas including innovation management







#### **Objective**:

Strengthening the clusters' embeddedness in various economic environments, facilitating the internationalization of their business activities and transsectoral as well as transregional cooperation

- Local level: enhanced intra-cluster cooperation (e.g. between SMEs and big companies / between Higher Education and Research institutions (HER) and industry / transversal or transsectoral cooperation as between agro-food and ICT)
- **National level:** enhanced inter-cluster cooperation to create synergies, increase visibility and strengthen position vis-à-vis public authorities (e.g. to be considered in regional development)
- Regional & international level: enhanced inter-cluster cooperation across borders



# Thank you for your attention!

**Dr. Katrin Hochberg** 

Project Manager Steinbeis 2i GmbH

Katrin.hochberg@steinbeis-europa.de

