

Danube S3 Cluster Project

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

“Danube S3 Cluster Strategy”

2nd Innovation Forum

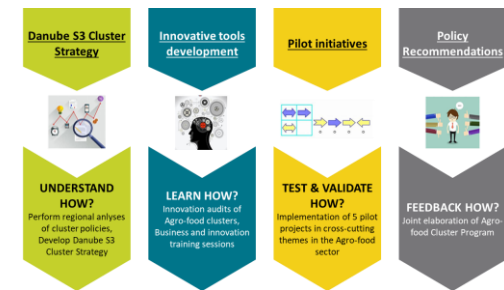
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Aim of **Danube S3 Cluster project**:

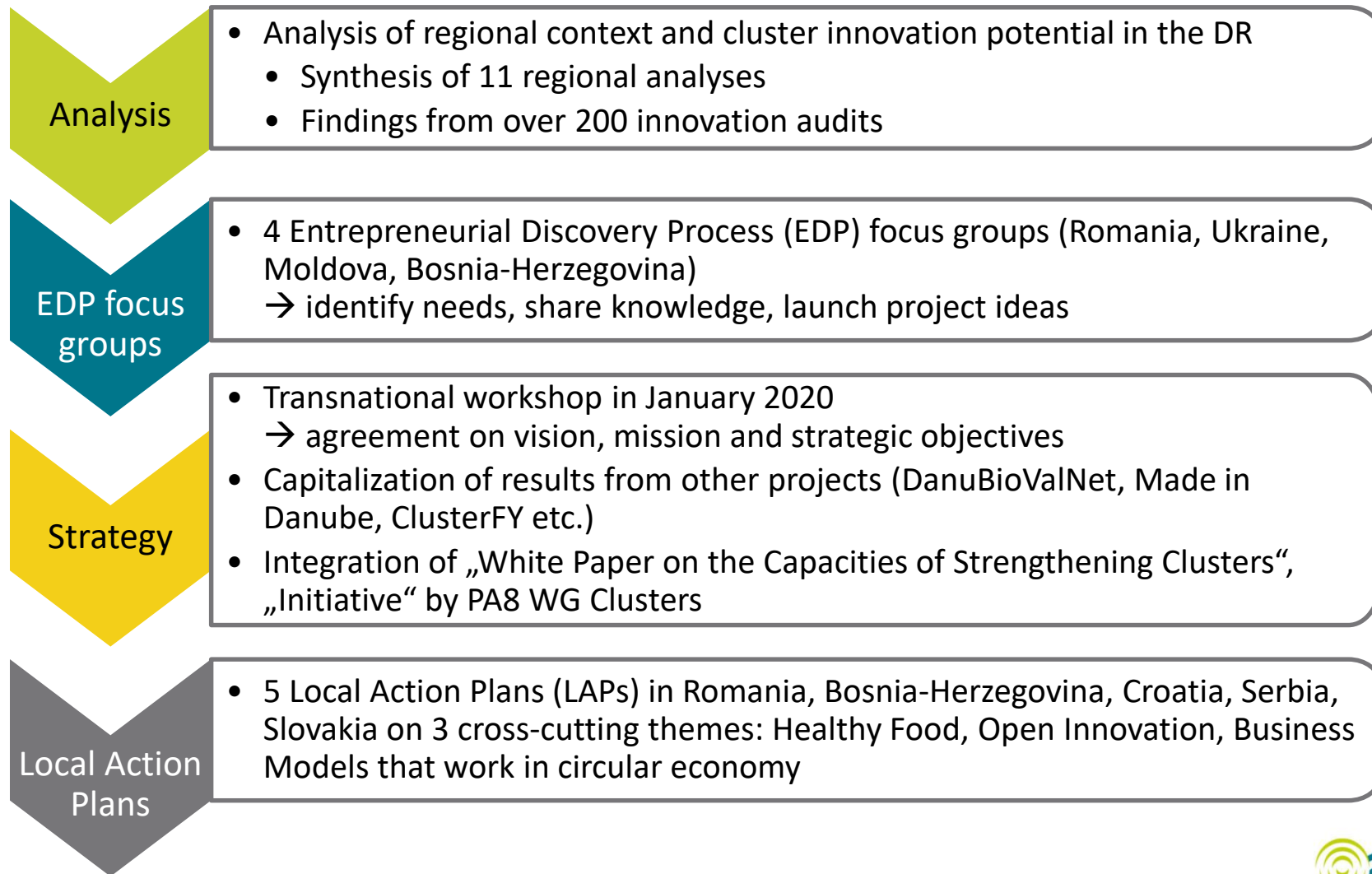
- foster transnational cluster cooperation in the agro-food sector
- enhance innovation management knowledge and skills of cluster managers and members
- leverage the innovation-driven entrepreneurial ecosystem in the Danube area by developing smart and coordinated cluster policies in the context of 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





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**



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**



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



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



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!

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