



CLUSTERS3

Interreg Europe



European Union
European Regional
Development Fund

Learning Workshop - Exchange of Experiences “Policy Implementation through specific support instruments and programmes”

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Rational (market or policy reasons) for the implementation of the cluster policy

- **clusters: (economic development) tools to achieve several goals**
- **national/regional demand:**
 - to accelerate innovation
 - to encourage SMEs to co-operate
 - to increase their competitiveness
- **clear political commitment is a must-have**
 - to provide an advantageous business ecosystem
 - to make it easier to develop new value chains
 - to reach high-level performance generating a significant economic impact
- **history of about two decades in supporting cluster efforts in Hungary**
- **aim to have a dedicated and well structured policy**
 - could strongly improve the required ecosystem providing the frames of cluster development
 - based on the experience gained in the past two decades of cluster policy issues (since the first roots of clusters), new directions are defined for the period 2014-2020 to create a well applicable single policy in accordance with other development policy issues
- **future focus: to avoid not viable cluster development measures**

Direct and indirect beneficiaries of the programs / instruments

Earlier

- Pole Programme/NSZP Cluster Development Programme: non-refundable grants available for cluster management organisations (typical beneficiaries of cluster related calls); project companies founded by cluster members

Current program

- EDIOP (Economic Development and Innovation OP): cluster management organisation and/or cluster member companies – available ONLY for Accredited Innovation Clusters

Technical assistance offered

- Organisation of workshops, conferences, trainings
- Promoting to come to foreign markets
- Supporting the formulation of international relationships

Recommendations defined in the 'Cluster policy analysis 2015' document:

- Providing stronger regional/local cluster coordination
- Centralized provision of information flow: exchange of experiences, benchmarking club, introduction of good practices and foreign success stories
- Organisation of cluster roadshows
- Common cluster forum
- Centrally organized cluster management training, language courses
- Business development support: national and international matchmaking events, B2B and C2C meetings

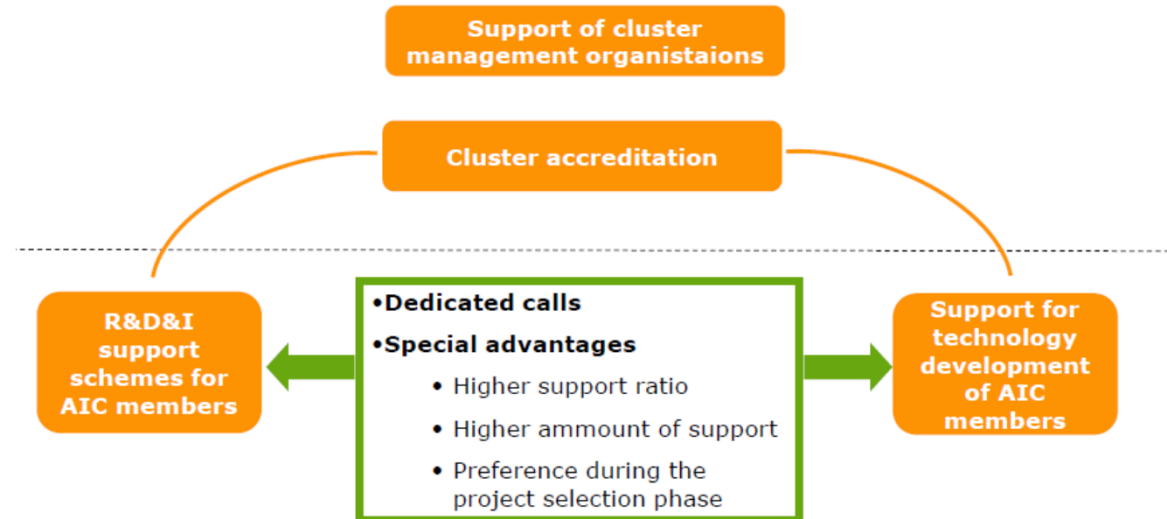
Financial assistance offered

2007-2013

- **Start-up** cooperations/clusters: granted via Regional OPs – supporting cooperations, cluster management activities
- **Emerging clusters**: granted also via Regional OPs – supporting cluster management, common investments and equipment acquisition (no R&D goals)
- **Accredited Innovation Clusters (AIC)**: granted via Economic Development OP – supporting common investments and innovation.

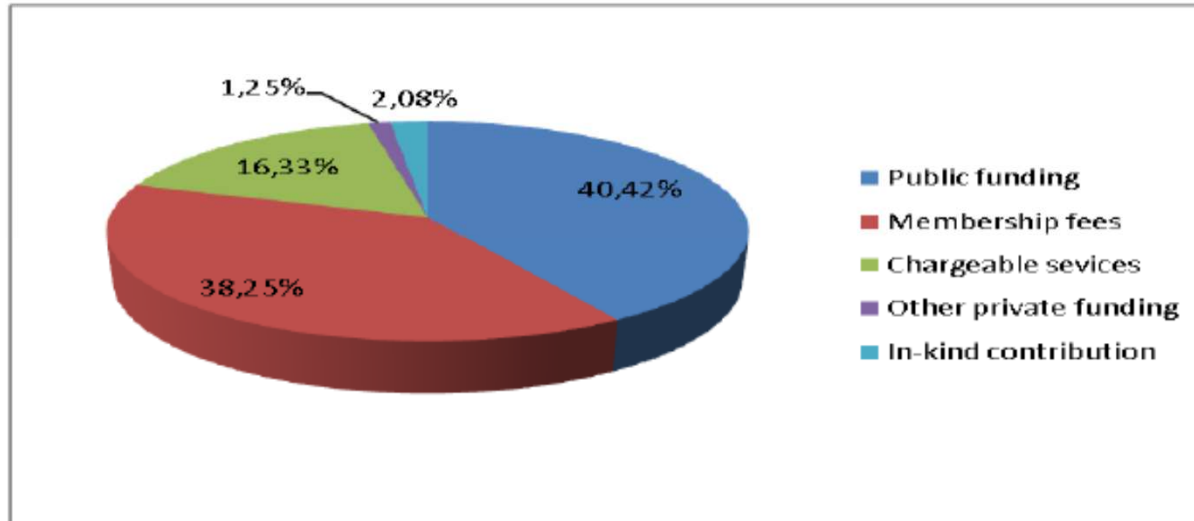
2014-2020

- Dedicated cluster development sources within the EDIOP available **only for AICs**



Financial assistance offered

Structure of financial sources of cluster management organisations



Results of cluster supports 2007-2013



Financial assistance offered

Dedicated cluster call (GINOP=EDIOP)

- GINOP-1.3.2-15 – Supporting quality service provision of professional cluster organisations

Relevant calls where AIC membership of applicants is evaluated as advantage

- GINOP-1.2.1-15 – supporting the enlargement of the production capacity of micro, small and medium enterprises
- GINOP-1.2.2-15 – supporting the capacity building investments of micro, small and medium enterprises
- GINOP-1.3.1-15 – supporting micro, small and medium enterprises to come to the market
- GINOP-1.3.3-16 – supporting micro, small and medium enterprise suppliers and supplying integrators
- GINOP-2.1.4-15 – Innovation voucher
- GINOP-2.2.1-15 – R&D competitiveness and excellence cooperations

Conditions placed on beneficiaries to receive assistance

Dedicated cluster call within EDIOP:

- Financial support available only for AICs
- Clusters represented by the applicant (e.g. CMO) have to prove at least 3-year operation
- Clusters need to have at least 15 members, 12 of them need to have at least 1-year membership
- Organizational and operational rules have to be defined and laid down
- Other specific conditions on economic status of the applicant and/or cluster member companies

Timescale of the programmes

- EDIOP calls: generally 3 years or up to 3 years
- Accreditation: title obtained is valid for 2 years – when applying for renewal, there are extra requirements:
 - Minimum one submitted proposal to international programmes since obtaining the last accreditation title
 - Representation of the cluster on at least 1 international exhibition, fair, workshop in the past.
 - Realization of at least 1 innovation project by the cluster members which has generated at least EUR 160,000 net revenue since obtaining the last accreditation title.

What worked well – good experience gained in the past programming period

- Long-term vision on co-operation issues
- Formulation of well-operating clusters
- Increased popularity of clustering
- Cluster policy formulation defined in a better way, stabilizing cluster policy
- Differentiation of clusters
- Selection procedure, accreditation
- Dedicated cluster policy organisation
- Specific calls supporting business co-operations
- Providing advantage for co-operating business actors

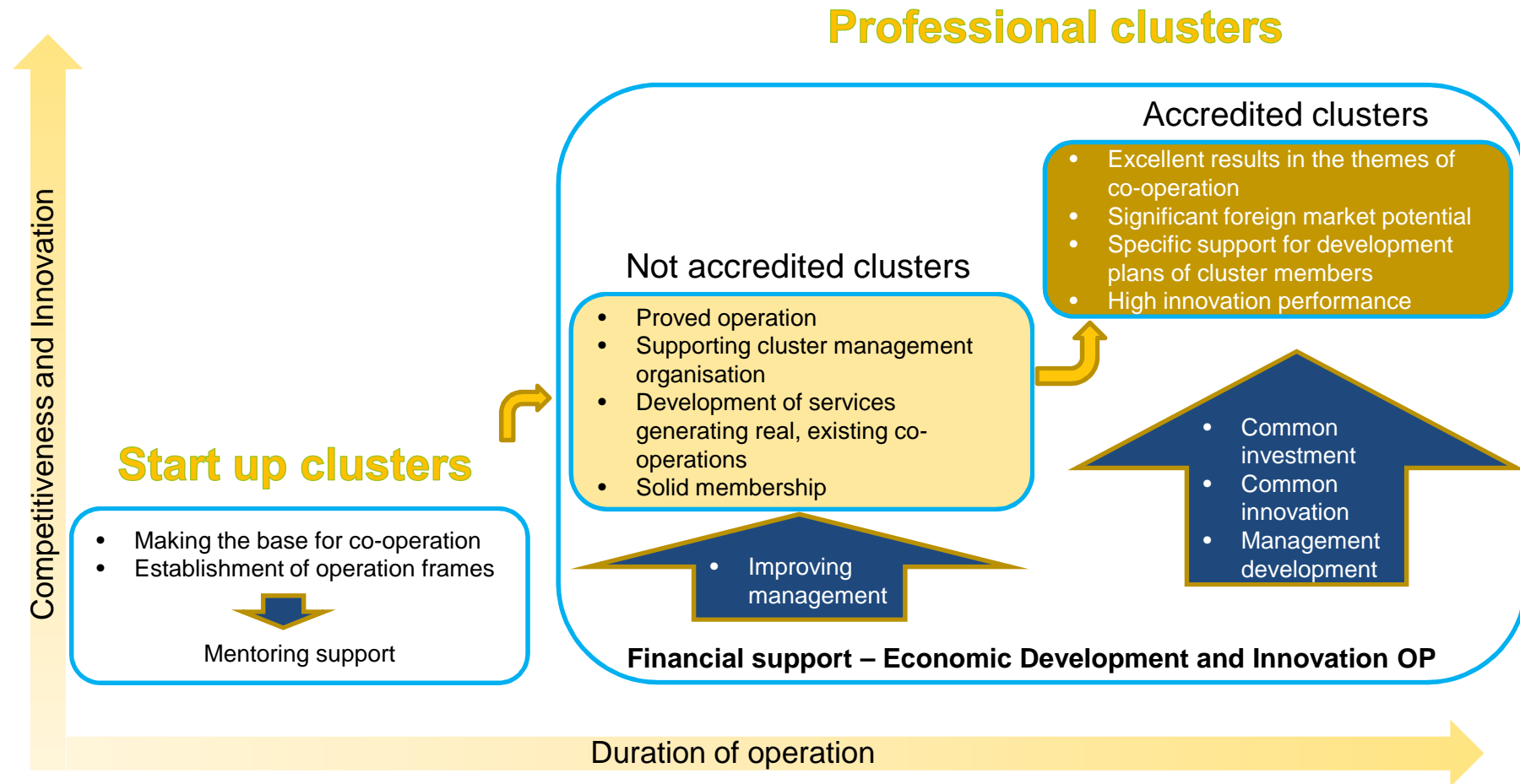
Source: „Results, experiences of national cluster development 2007-2013“, MAG Zrt.

What didn't work – conclusions from past supporting systems

- Too much, frittered cluster initiations (lack of critical mass)
- Lack of actual, long-term cooperation
- Strong/full dependence on grants/financial supports
- Unpredictable supporting system
- Shortcomings of regulatory environment (taxes, accounting, etc.)
- Low level of internationalization

Source: „Results, experiences of national cluster development 2007-2013“, MAG Zrt.

Cluster development model for 2014-2020



Source: „Cluster study 2015 – Revision of national cluster accreditation system, recommendations for renewal based on national state-of-the-art and international examples...”, Colosseum Budapest Kft.

Cluster development model for 2014-2020

- **Selective** cluster policy (supporting clusters with proved operation and promising potential); cluster smart specialization
- Enhancing **knowledge transfer and joint training activities** (goal: mature clusters professional cluster management)
- Interconnecting parallel projects – promoting **cross-cluster** cooperations both at national and international level
- Strengthening cluster **internationalisation**



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Thank you for your kind attention!

Questions welcome



Project smedia
